

Application No. 09/849168 (Docket: DT.0101)
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Reply to Office Action of 06/21/2005
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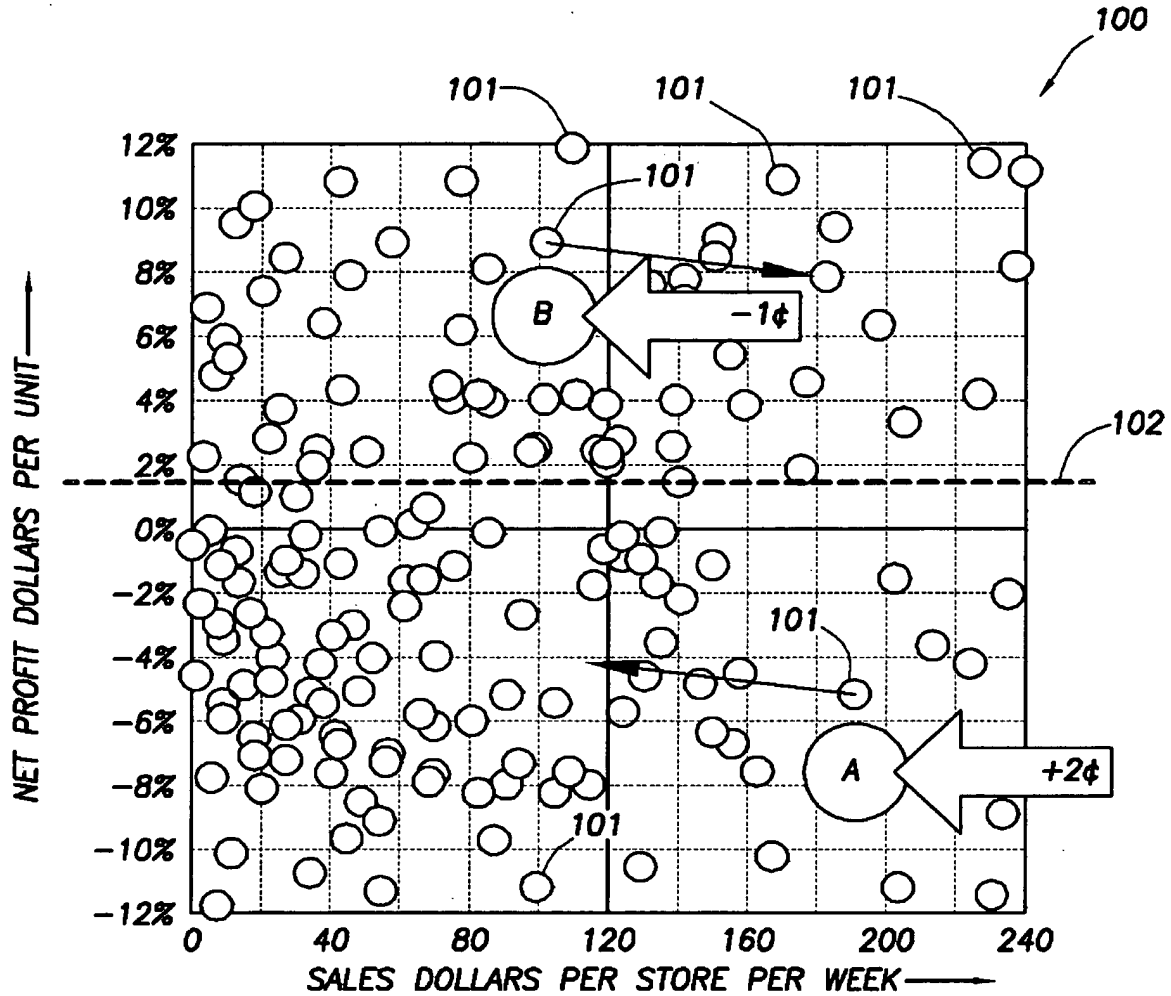


FIG. 1

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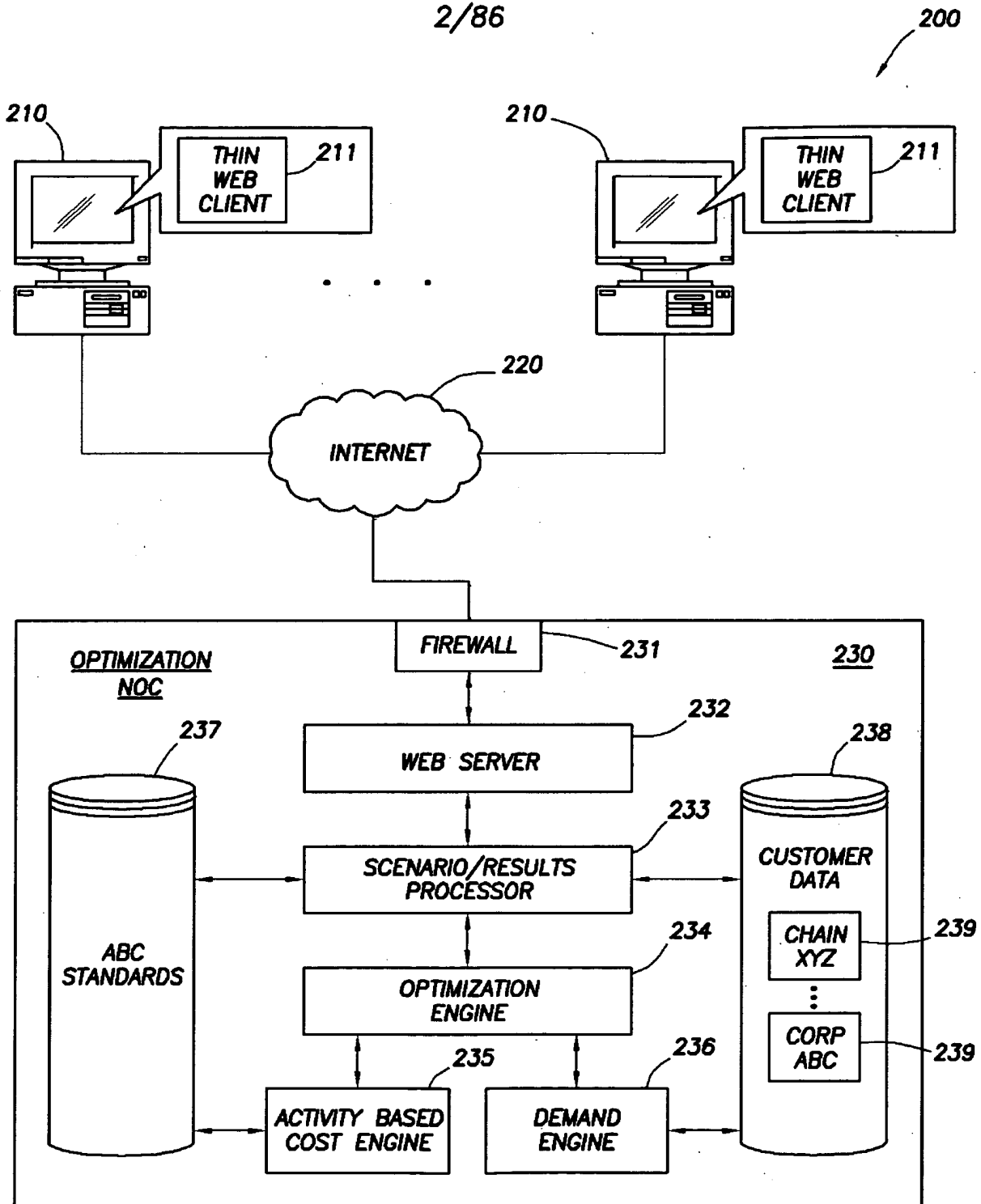


FIG.2

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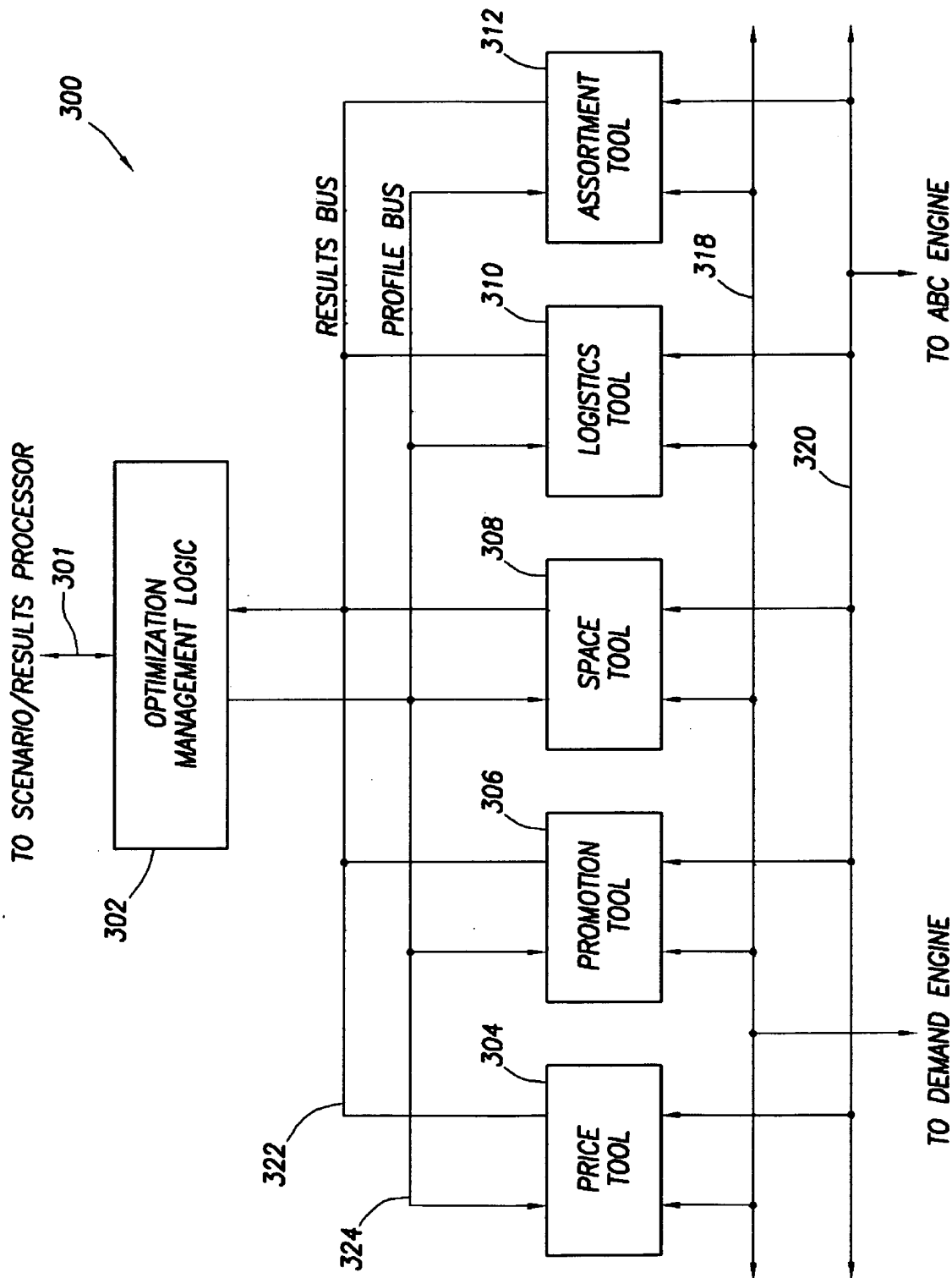


FIG.3

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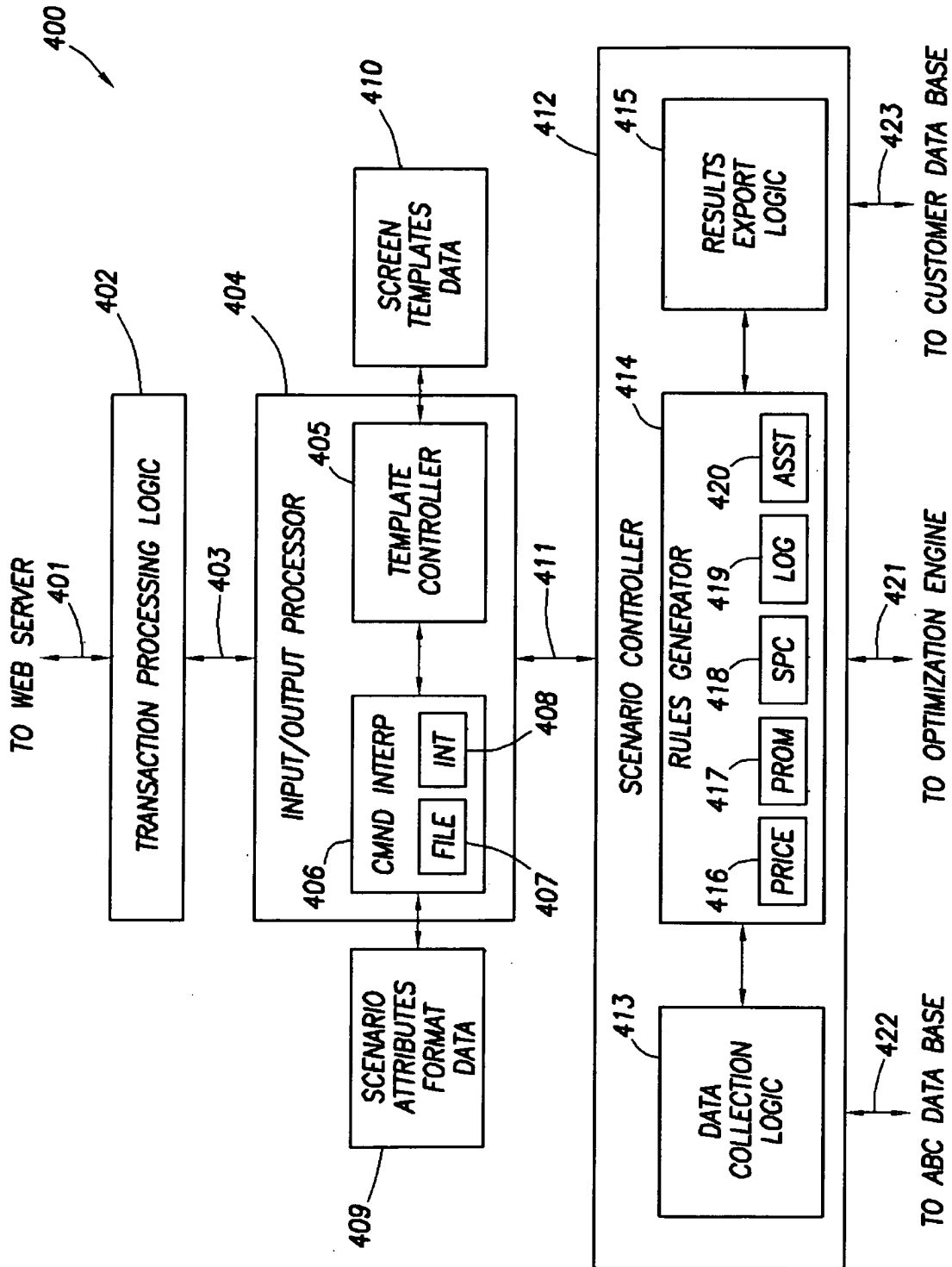


FIG. 4

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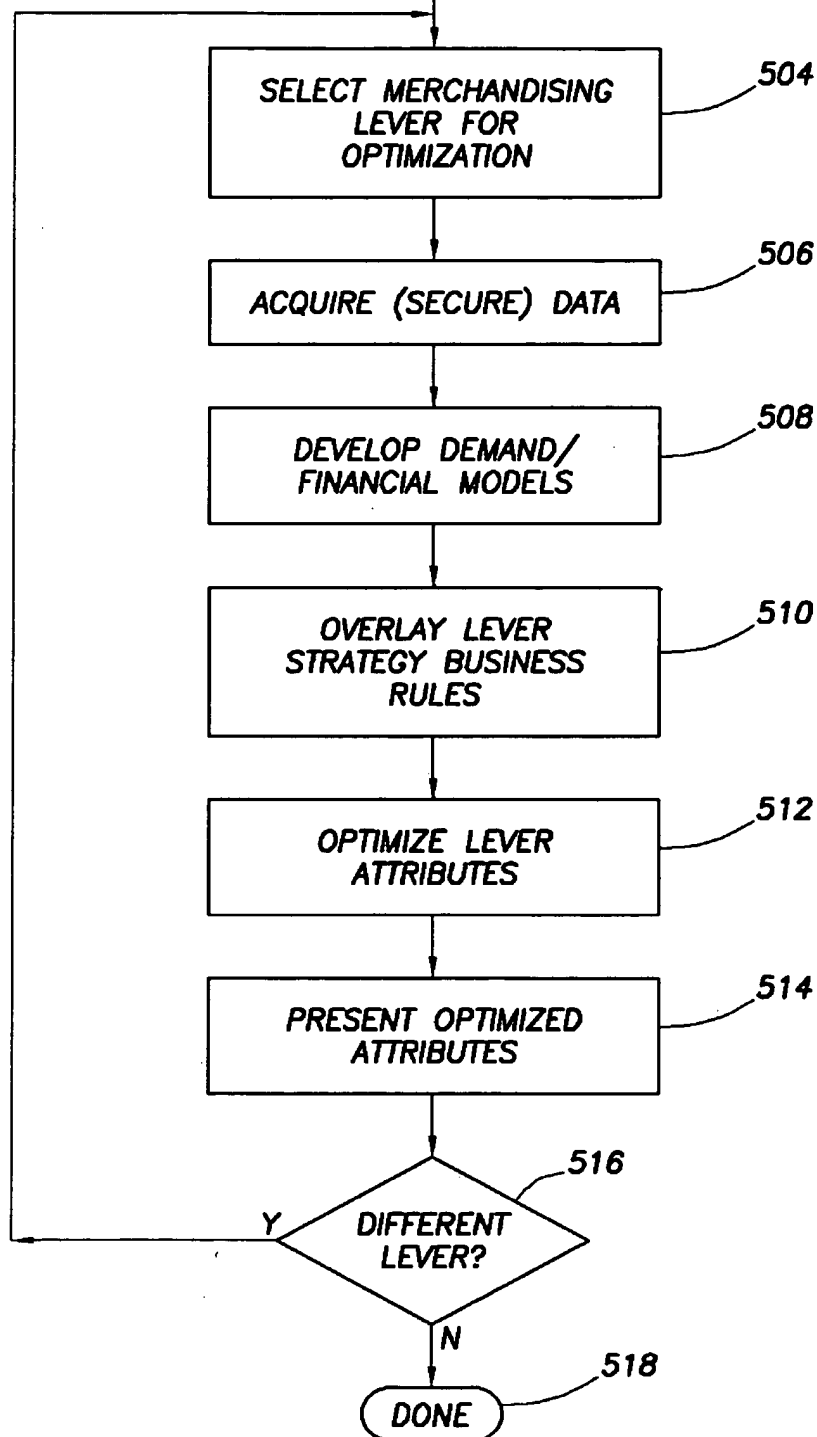
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FIG.5



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FIG. 6B

FIG. 6D

Select a column and drag its header here to group (and sort) by that column

| Name | NetProfit/WhoCreated | Start Date | End Date | Scenario Type | Scenario Runs | Description |
|---------------------------------------|----------------------|------------|-----------|---------------|---------------|----------------------------|
| Cio if feasible groups | \$41,955 Robert | 3/9/2001 | 4/9/2001 | Base | Optimized | ALL |
| Example Midtown Scenario | \$25,760 Rick | 3/28/2001 | 4/28/2001 | Base | Optimized | ALL |
| Infeasible groups | Robert | 3/9/2001 | 4/9/2001 | Base | Pending | ALL |
| Cio Clustered and ends in 9 | \$99,501 Stacy | 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Chrl |
| Scenario created by John | John | 2/19/2001 | 3/19/2001 | Base | ALL | |
| Scenario with Price Constraints | \$112,262 growther | 2/28/2001 | 3/28/2001 | Base | Optimized | ALL |
| Max Profit with Reasonable Vol Const | \$189,205 growther | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| Profit with Minimum Volume Constraint | \$114,017 Demo | 3/22/2001 | 4/22/2001 | Base | Optimized | ALL |
| Scenario created by David | \$231,258 David | 2/14/2001 | 3/14/2001 | Base | Optimized | ALL |
| Scenario created by John | John | 2/19/2001 | 3/19/2001 | Base | ALL | |
| Scenario created by Lori | \$32,821 Lori | 4/8/2001 | 5/8/2001 | Base | Optimized | ALL |
| Scenario created by John | \$37,960 John | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| Scenario created by growther | \$97,718 growther | 3/5/2001 | 4/5/2001 | Base | Optimized | ALL |
| Farm Fresh | \$114,404 growther | 3/18/2001 | 4/18/2001 | Base | Optimized | ALL |
| NEW 3 | \$221,025 Stacy | 4/29/2001 | 5/27/2001 | Base | Optimized | ALL - ALL |
| Basic Scenario - no constraints | \$20,420 growther | 2/16/2001 | 3/16/2001 | Base | Optimized | Bar Soap |
| N Atlanta | \$19,801 Rick | 4/9/2001 | 5/9/2001 | Base | Optimized | Dry |
| Scenario created by UDesign | UDesign | 3/19/2001 | 4/19/2001 | Base | Pending | Dial Bar Soap |
| Scenario created by UDesign | UDesign | 3/19/2001 | 4/19/2001 | Base | | Dial Bar Soap |
| Scenario created by Jkese | Jkese | 3/6/2001 | 4/6/2001 | Base | | Irish Spring Bar Soap |
| TEST SCEN-RIO | Rick | 4/22/2001 | 5/2/2001 | Base | | Irish Spring Bar Soap |
| Scenario created by UDesign | UDesign | 3/20/2001 | 4/20/2001 | Base | Pending | Irish Spring Bar Soap |
| Midtown Liquid | Rick | 4/9/2001 | 5/9/2001 | Base | | Liquid Soap |
| Scenario created by PeterB | PeterB | 2/1/2001 | 2/28/2001 | Base | | Liquid Soap |
| Maui Private Island | Bob | 2/28/2001 | 3/28/2001 | Base | | Private Label - ALL |
| Cio Cio Scenario created by Bob | Bob | 2/26/2001 | 3/26/2001 | Base | Pending | ALL - ALL |
| Cio Cio Scenario created by Bob | \$987,277 Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | Private Label - North Atla |
| Scenario created by Bob | \$16,664 Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL |
| Cio Scenario created by Bob | \$4,451 Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL |
| Cio Cio Scenario created by Bob | \$21,208 Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL |

FIG. 6

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| Currently |
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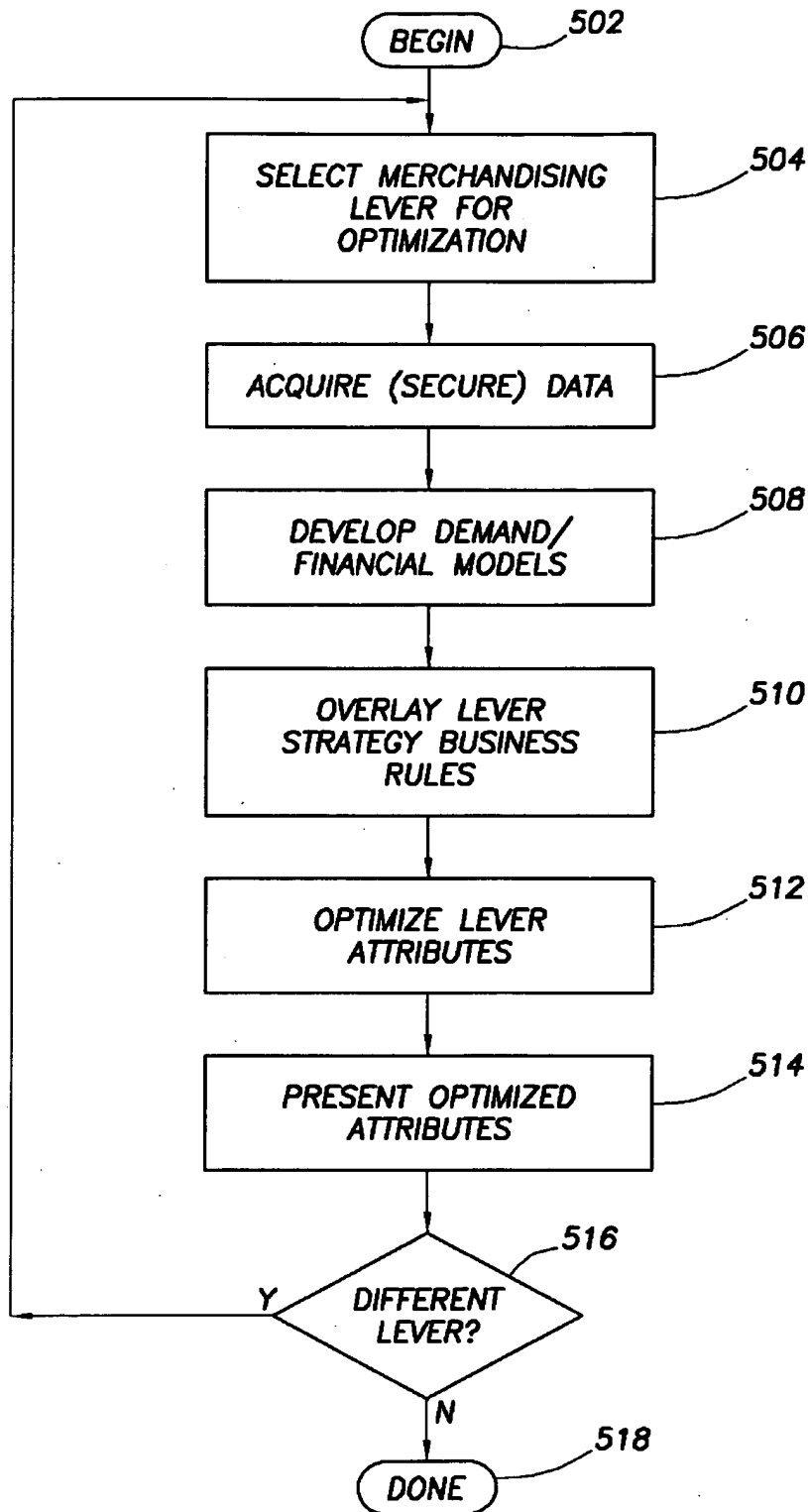
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FIG.5



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FIG. 6B

FIG. 6D

| Currently Defined Scenarios | | | | | | |
|---|------------|-------------|------------|-----------|---------------|--------------------------------------|
| Select a column and drag its header here to group (and sort) by that column | | | | | | |
| Name | Net Profit | Who created | Start Date | End Date | Scenario Type | Scenario Runs |
| Cio Infeasible groups | \$41,965 | Robert | 3/9/2001 | 4/9/2001 | Base | Optimized ALL |
| Example Midtown Scenario | \$25,760 | Rick | 3/28/2001 | 4/28/2001 | Base | Optimized ALL |
| Infeasible groups | | Robert | 3/9/2001 | 4/9/2001 | Base | Pending ALL |
| Cio Clustered and ends in 9 | \$99,501 | Sury | 2/15/2001 | 3/15/2001 | Base | Optimized ALL - North Atlanta Clust |
| Scenario created by John | | John | 2/19/2001 | 3/19/2001 | Base | ALL |
| Scenario with Price Constraints | \$112,262 | growther | 2/28/2001 | 3/28/2001 | Base | Optimized ALL |
| Max Profit with Reasonable Vol Constr | \$189,205 | growther | 2/18/2001 | 3/18/2001 | Base | Optimized ALL - ALL |
| Profit with Minimum Volume Constraint | \$114,017 | Demo | 3/22/2001 | 4/22/2001 | Base | Optimized ALL |
| Scenario created by David | \$231,259 | David | 2/14/2001 | 3/14/2001 | Base | Optimized ALL |
| Scenario created by John | | John | 2/19/2001 | 3/19/2001 | Base | ALL |
| Scenario created by Lori | \$32,821 | Lori | 4/8/2001 | 5/8/2001 | Base | Optimized ALL |
| Scenario created by John | \$37,960 | John | 2/16/2001 | 3/16/2001 | Base | Optimized ALL - ALL |
| Scenario created by growther | \$67,719 | growther | 3/5/2001 | 4/5/2001 | Base | Optimized ALL |
| Farm Fresh | \$114,494 | growther | 3/18/2001 | 4/18/2001 | Base | Optimized ALL |
| NEW 3 | \$221,025 | Sury | 4/29/2001 | 5/27/2001 | Base | Optimized ALL - ALL |
| Basic Scenario - no constraints | \$20,420 | growther | 2/16/2001 | 3/16/2001 | Base | Optimized Bar Soap |
| N Atlanta/bw | \$19,601 | Rick | 4/9/2001 | 5/9/2001 | Base | Optimized by |
| Scenario created by UI Design | | UI Design | 3/19/2001 | 4/19/2001 | Base | Pending Dial Bar Soap |
| Scenario created by jesse | | jesse | 3/19/2001 | 4/19/2001 | Base | Dial Bar Soap |
| Scenario created by jesse | | jesse | 3/6/2001 | 4/6/2001 | Base | Irish Spring Bar Soap |
| Scenario created by jesse | | Rick | 4/2/2001 | 5/2/2001 | Base | Irish Spring Bar Soap |
| Scenario created by UI Design | | UI Design | 3/28/2001 | 4/28/2001 | Base | Irish Spring Bar Soap |
| Midtown Liquid | | Rick | 4/9/2001 | 5/9/2001 | Base | Pending Liquid Soap |
| Scenario created by Peard | | Peard | 2/1/2001 | 2/28/2001 | Base | Liquid Soap |
| Max/Private label | | Bob | 2/28/2001 | 3/28/2001 | Base | Private Label - ALL |
| Cio Cio Scenario created by Bob | | Bob | 2/26/2001 | 3/26/2001 | Base | Pending ALL - ALL |
| Cio Cio Scenario created by Bob | \$307,271 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized Private Label - North Atla |
| Scenario created by Bob | \$16,660 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized ALL - ALL |
| Cio Scenario created by Bob | \$4,451 | Bob | 2/28/2001 | 3/28/2001 | Base | Optimized ALL - ALL |
| Cio Cio Scenario created by Bob | \$21,208 | Bob | 2/28/2001 | 3/28/2001 | Base | Optimized ALL - ALL |

FIG. 6

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| Currently | | |
|---|-----------|------------|
| Select a column and drag its header here to group (and sort) by that column | | |
| Name | NetProfit | WhoCreated |
| C/o infeasible groups | \$41,965 | robert |
| Example Midtown Scenario | \$25,760 | Rick |
| Infeasible groups | | robert |
| C/o Clustered and ends in 9 | \$99,501 | Suzy |
| Scenario created by John | | John |
| Scenario with Price Constraints | \$112,262 | jcrowther |
| Max Profit with Reasonable Vol Constr | \$189,205 | jcrowther |
| Profit with Minimum Volume Constraint | \$114,017 | Demo |
| Scenario created by David | \$231,259 | David |
| Scenario created by John | | John |
| Scenario created by Lori | \$32,821 | Lori |
| Scenario created by John | \$37,960 | John |
| Scenario created by jcrowther | \$97,718 | jcrowther |
| Farm Fresh | \$114,404 | jcrowther |

FIG. 6A

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| Defined Scenarios | | | | |
|-------------------|-----------|--------------|--------------|---------------------------|
| StartDate | EndDate | ScenarioType | ScenarioRuns | Description |
| 3/9/2001 | 4/9/2001 | Base | Optimized | ALL |
| 3/28/2001 | 4/28/2001 | Base | Optimized | ALL |
| 3/9/2001 | 4/9/2001 | Base | Pending | ALL |
| 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Clust |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 2/28/2001 | 3/28/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/22/2001 | 4/22/2001 | Base | Optimized | ALL |
| 2/14/2001 | 3/14/2001 | Base | Optimized | ALL |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 4/8/2001 | 5/8/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/5/2001 | 4/5/2001 | Base | Optimized | ALL |
| 3/16/2001 | 4/16/2001 | Base | Optimized | ALL |

FIG. 6B

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| | | |
|-------------------------------------|-----------|----------|
| NEW 3 | \$221,025 | Suzy |
| Basic Scenario - no constraints | \$20,420 | crowther |
| N.Atlanta/bv | \$19,601 | Rick |
| Scenario created by UIDesign | | UIDesign |
| Scenario created by UIDesign | | UIDesign |
| Scenario created by jclose | | jclose |
| TEST SCENARIO | | Rick |
| Scenario created by UIDesign | | UIDesign |
| Midtown Liquid | | Rick |
| Scenario created by PeterB | | PeterB |
| Max/Private label | | Bob |
| C/o C/o C/o Scenario created by Bob | | Bob |
| C/o C/o C/o Scenario created by Bob | \$907,277 | Bob |
| Scenario created by Bob | \$16,664 | Bob |
| C/o Scenario created by Bob | \$4,451 | Bob |
| C/o C/o Scenario created by Bob | \$21,208 | Bob |

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FIG.6C

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| | | | |
|-----------|-----------|------|--------------------------------------|
| 4/29/2001 | 5/27/2001 | Base | Optimized ALL - ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized Bar Soap |
| 4/9/2001 | 5/9/2001 | Base | Optimized bry |
| 3/19/2001 | 4/19/2001 | Base | Pending Dial Bar Soap |
| 3/19/2001 | 4/19/2001 | Base | Dial Bar Soap |
| 3/6/2001 | 4/6/2001 | Base | Irish Spring Bar Soap |
| 4/2/2001 | 5/2/2001 | Base | Irish Spring Bar Soap |
| 3/20/2001 | 4/20/2001 | Base | Pending Irish Spring Bar Soap |
| 4/9/2001 | 5/9/2001 | Base | Liquid Soap |
| 2/1/2001 | 2/28/2001 | Base | Liquid Soap |
| 2/26/2001 | 3/26/2001 | Base | Private Label - ALL |
| 2/26/2001 | 3/30/2001 | Base | Pending ALL - ALL |
| 2/26/2001 | 3/30/2001 | Base | Optimized Private Label - North Atla |
| 2/26/2001 | 3/30/2001 | Base | Optimized ALL - ALL |
| 2/26/2001 | 3/30/2001 | Base | Optimized ALL - ALL |
| 2/26/2001 | 3/30/2001 | Base | Optimized ALL - ALL |

FIG. 6D

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FIG. 7B

FIG. 7D

702 DemandTec - Price Center - Scenario Manager
701 Scenario Groups/Classes Rules/Constraints Scenario

705 Edit Settings
704 Print Scenario List

703 Print Scenario Details
706 Create a New Scenario

707 Copy Scenario
708 Delete Scenario

709 Optimize
710 View Results

712 Remove Scenario Optimization
711 Export Price List

| Currently Defined Scenarios | | | | |
|-----------------------------------|-----------------------|------------|------------|-------------|
| o group (and sort) by that column | | | | |
| Name | Store Group | Net Profit | Goal Value | Who Created |
| Scenario created by Rick | ALL | \$232,383 | Profit | Rick |
| Scenario created by Rick | Other Atlanta Cluster | \$54,151 | Profit | Rick |
| Example Midtown Store | Midtown | \$25,790 | Revenue | Rick |

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FIG. 7

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▲ DemandTec - [Price Center - Scenario Manager]

⊗ Scenario

Groups/Classes Rules/Constraints Scenario

Edit Settings

Currently

Print Scenario List

o group (and sort) by that column

Print Scenario Details

Name Store Group

Create a New Scenario Ctrl+N

Scenario created by ALL

Copy Scenario Ctrl+C

Scenario created by Rick Other Atlanta Cluster

Delete Scenario Ctrl+D

Example Midtown Scena Midtown

Optimize Ctrl+O

View Results Ctrl+R

Remove Scenario Optimization

Export Price List Ctrl+E

FIG.7A

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| | | | |
|--|-----------|------------|-----------|
| <div> <div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> </div> </div> | | | |
| Defined Scenarios | | | |
| NetProfit | GoalValue | WhoCreated | StartDate |
| \$232,383 | Profit | Rick | 3/19/2001 |
| \$54,151 | Profit | Rick | 3/19/2001 |
| \$25,760 | Revenue | Rick | 3/28/2001 |

FIG.7B

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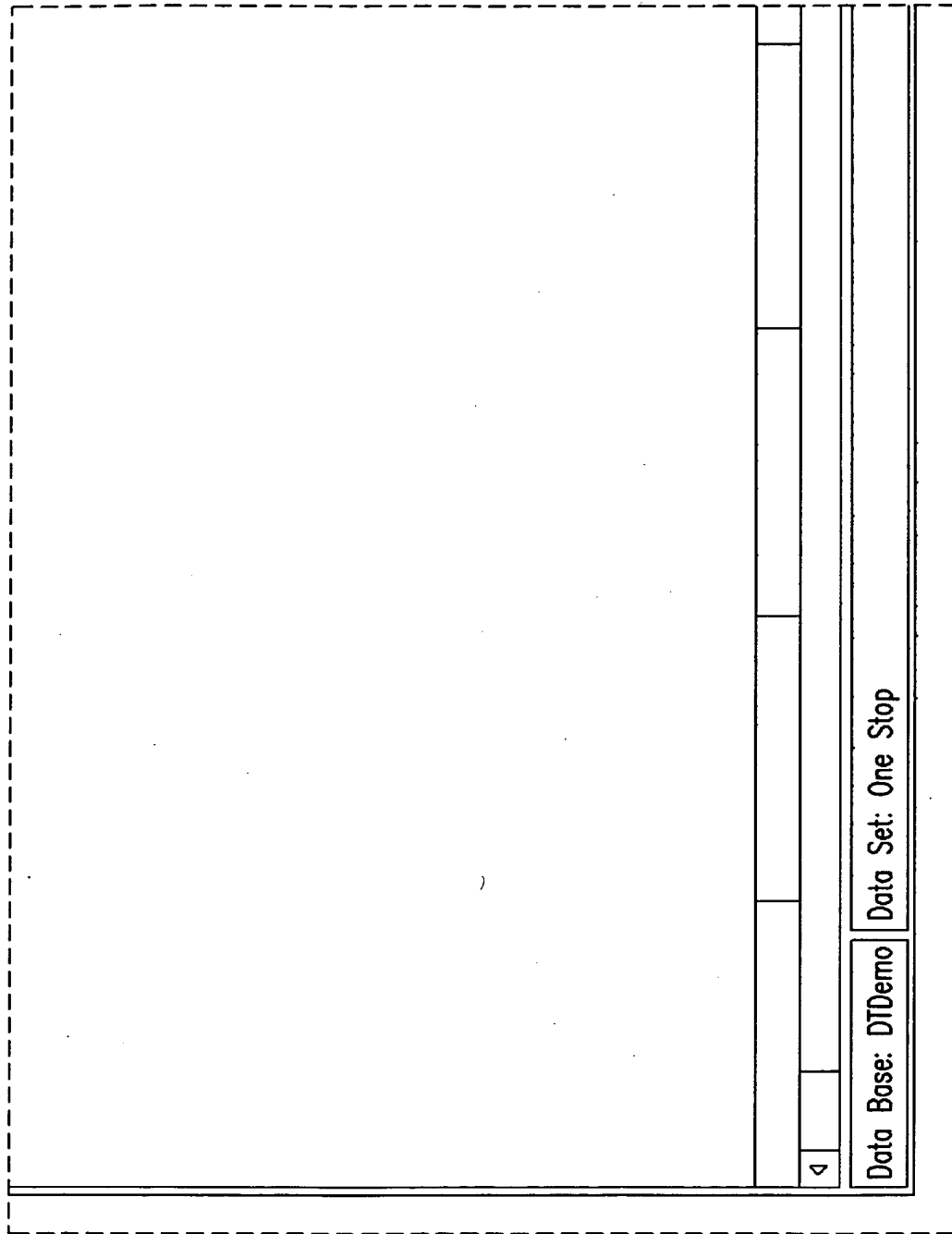


FIG. 7C

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| | | | | | | | |
|--|--|--------|--|--|--|--|--|
| | | =Rick' | | | | | |
| | | | | | | | |

Rick

NUM

SCRL

CAPS

4/2/2001

1:27 PM

FIG. 7D

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FIG. 8B

FIG. 8D

FIG. 8A

801 Demand/Tools | Price Center - Scenario Manager

805 Groups/Classes | Rules/Constraints | Scenario

803 Select a col

807 Category

Soap

Soap

Soap

806 Brand Class Management

808 Size Class Management

Form Class Management

Edit Classes

FIG. 8C

up (and sort) by that column

| Store Group | Net Profit | Goal Value | Who Created | Start Date |
|-----------------------|------------|------------|-------------|------------|
| ALL | \$232,383 | | | 3/19/2001 |
| Other Atlanta Cluster | \$54,151 | | | 3/19/2001 |
| Midtown | \$25,760 | | | 3/28/2001 |

Profit Risk

Revenue Risk

FIG. 8D

Rock

NUM | SCRL | CAPS | 4/2/2001 | 1:27 PM

Data Base: UT Demo | Data Set: One Sup

FIG. 8

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△ DemandTec - [Price Center - Scenario Manager]

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Groups/Classes Rules/Constraints Scenario

Store Groups — 804
 Product Groups — 805

Ctrl+S
 Ctrl+P

Select a col

Category

Soap

Brand Class Management — 806
 Size Class Management — 807
 Form Class Management — 808

Soap

Edit Classes — 808

Soap

up (and sort) by that column

Store Group

e

ario created by ALL

ario created by Rick

Other Atlanta Cluster

ple Midtown Scena

Midtown

Currently

FIG.8A

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|--|-----------|--------------|-----------|
| <div> <div> <input type="button" value="X"/> <input type="button" value="X"/> </div> <div> <input type="button" value="X"/> <input type="button" value="X"/> </div> </div> | | | |
| Defined Scenarios | | | |
| NetProfit | GoalValue | WhoCreated | StartDate |
| \$232,383 | | Profit Rick | 3/19/2001 |
| \$54,151 | | Profit Rick | 3/19/2001 |
| \$25,760 | | Revenue Rick | 3/28/2001 |

FIG.8B

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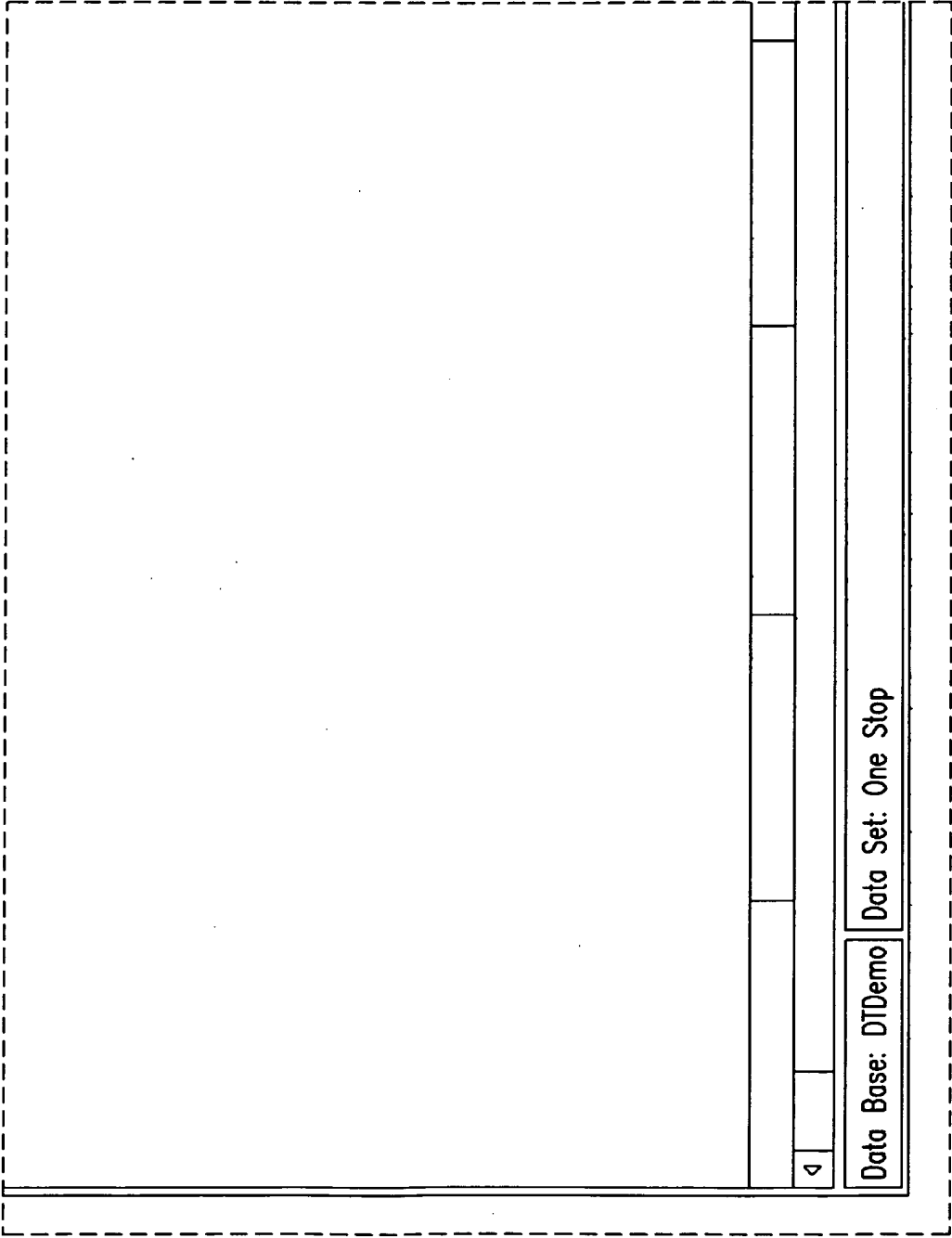


FIG.8C

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[illegible]

FIG. 8D

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904

FIG.9A

FIG.9B

FIG.9C

FIG.9D

DemandTec - [Price Center - Scenario Manager]

Scenario Groups/Classes Rules/Constraints Admin

Personal Settings

Export Category Coefficients

Defined Scenarios

Select a column and drag its header here to

905

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Out-X

| Category | Product Group | Scenario created by | ALL | Other Atlanta Cluster | Midtown | Goal Value | Who Created | Start Date |
|----------|---------------|--------------------------|-----|-----------------------|---------|------------|--------------|------------|
| Soap | ALL | Scenario created by Rick | ALL | Other Atlanta Cluster | Midtown | \$232,383 | Profit Rick | 3/19/2001 |
| Soap | ALL | Example Midtown Scenario | ALL | Other Atlanta Cluster | Midtown | \$54,151 | Profit Rick | 3/19/2001 |
| Soap | ALL | Example Midtown Scenario | ALL | Other Atlanta Cluster | Midtown | \$25,790 | Revenue Rick | 3/28/2001 |

Data Base: UTDemo

Data Set: One Sup

Rick

NUM

SCRL

CAPS

4/2/2001

1:28 PM

FIG.9

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| | | | |
|---|----------------|--------------------------|--|
| DemandTec - [Price Center - Scenario Manager] | | | |
| Scenario | Groups/Classes | Rules/Constraints | Admin 902 |
| Select a column and drag its header here to | | | |
| Category | ProductGroup | | Personal Settings 904 Export Category Coefficients 905 Exit 906 Ctrl+X |
| Soap | ALL | Scenario created by | ALL |
| Soap | ALL | Scenario created by Rick | Other Atlanta Cluster |
| Soap | ALL | Example Midtown Scena | Midtown |

FIG. 9A

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|--|-----------|------------|-----------|
| <div> <div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> </div> </div> | | | |
| ned Scenarios | | | |
| NetProfit | GoalValue | WhoCreated | StartDate |
| \$232,383 | | Rick | 3/19/2001 |
| \$54,151 | | Rick | 3/19/2001 |
| \$25,760 | | Rick | 3/28/2001 |

FIG.9B

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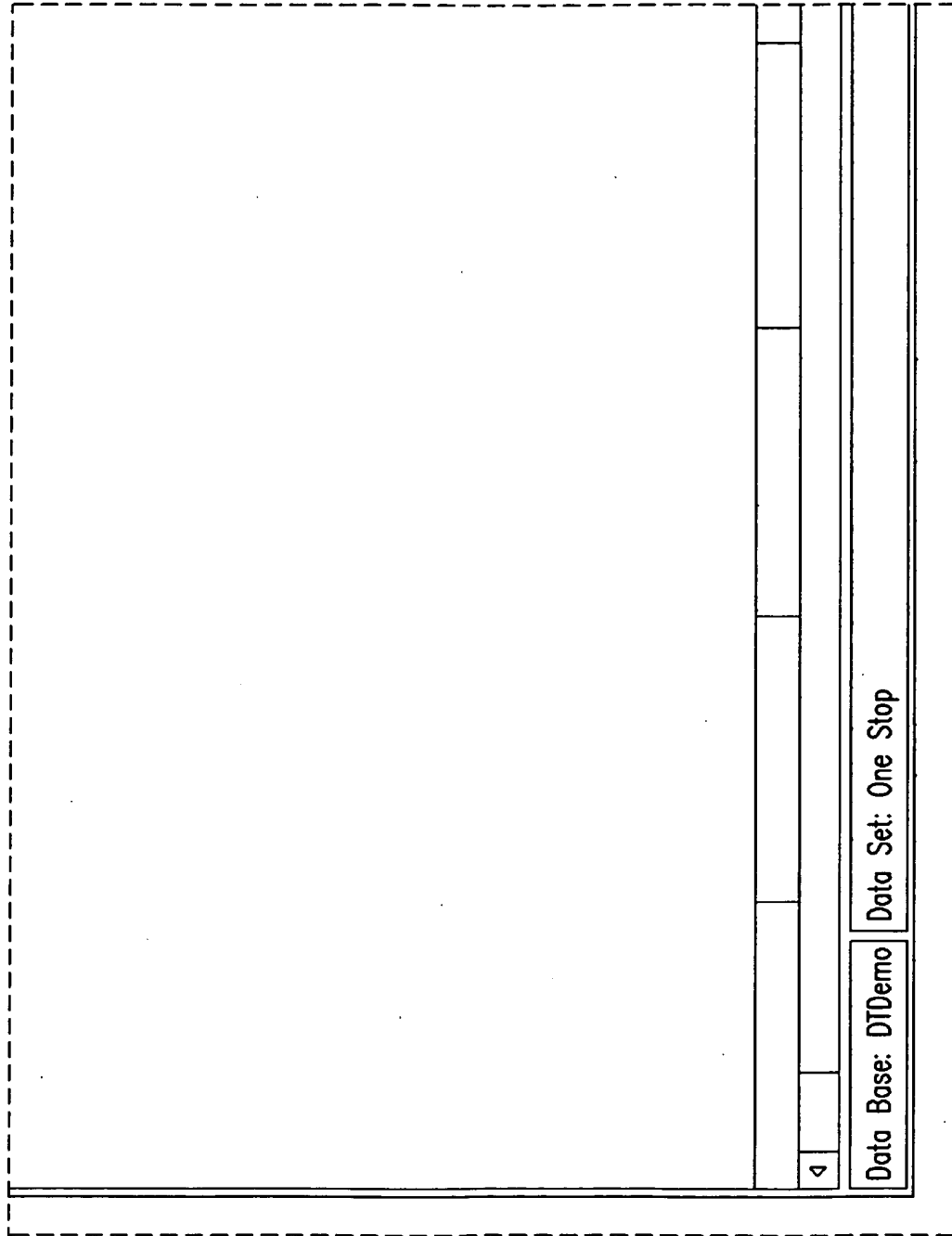


FIG. 9C

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| | | | | | | | |
|------|--|--------|------|------|----------|---------|---|
| | | =Rick' | | | | | D |
| Rick | | NUM | SCRL | CAPS | 4/2/2001 | 1:28 PM | |

FIG. 9D

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1001

1001

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FIG. 10

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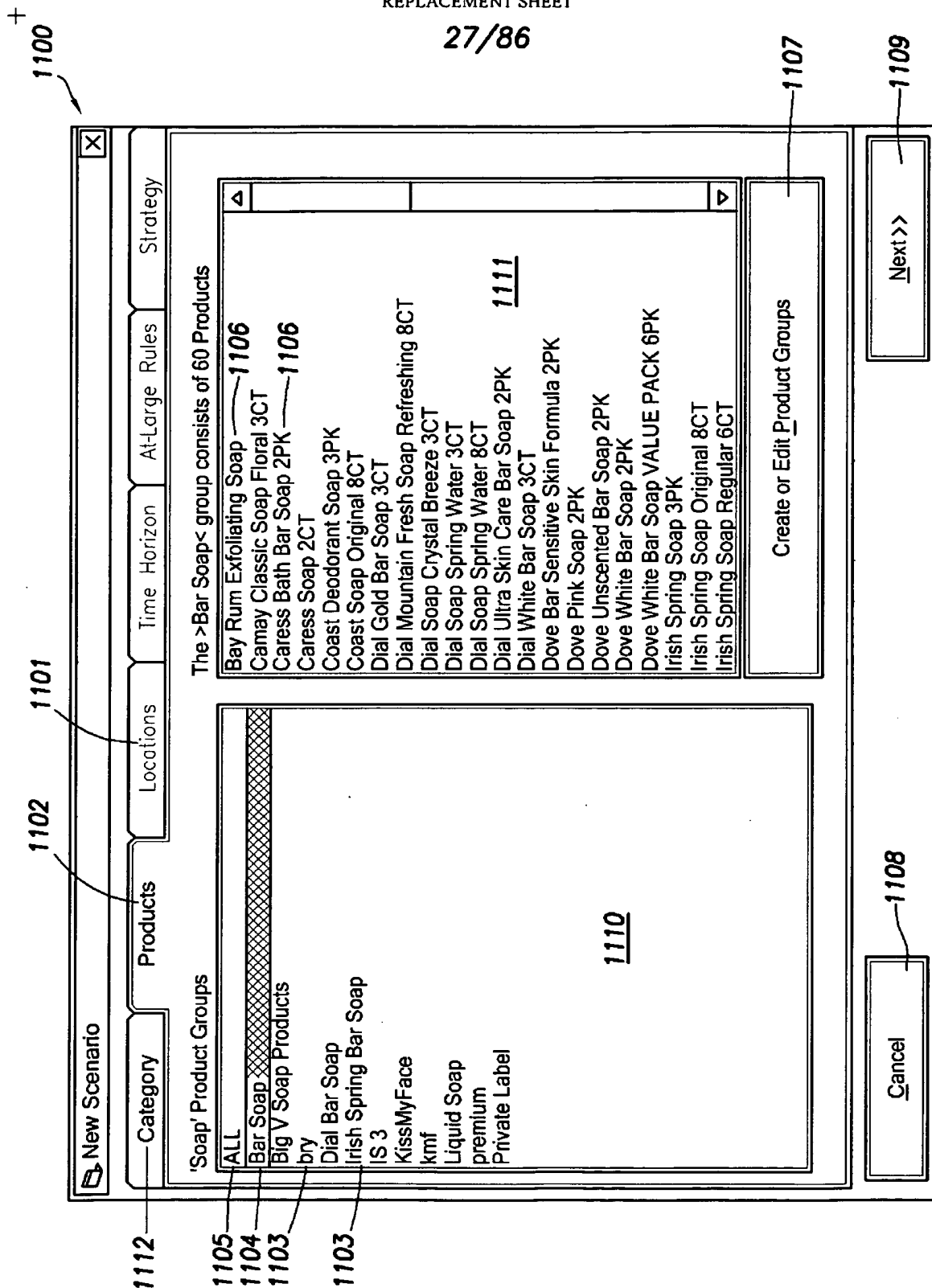


FIG. 11

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1212

1213

New Scenario

Category

Products

Locations

Time Horizon

At-Large Rules

Strategy

Currently Defined Store Groups

ALL

Midtown

North Atlanta

North Atlanta Cluster

Other Atlanta Cluster

South Atlanta

South Atlanta Cluster

The >Other Atlanta Cluster< group consists of 5 Stores is a cluster

STORE_10008

STORE_10009

STORE_10016

STORE_10019

STORE_10020

Create or Edit Store Groups

Cancel

Next >>

FIG. 12

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1300

1302 1301 1307

New Scenario

Category Products Locations Time Horizon At-Large Rules Strategy

1303

Optimization period's START date

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 13 | 25 | 26 | 27 | 28 | 29 | 30 |
| 14 | 1 | 2 | 3 | 4 | 5 | 6 |
| 15 | 8 | 9 | 10 | 11 | 12 | 13 |
| 16 | 15 | 16 | 17 | 18 | 19 | 20 |
| 17 | 22 | 23 | 24 | 25 | 26 | 27 |
| 18 | 29 | 30 | 1 | 2 | 3 | 4 |

Optimization period's END date

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 18 | 29 | 30 | 1 | 2 | 3 | 4 |
| 19 | 6 | 7 | 8 | 9 | 10 | 11 |
| 20 | 13 | 14 | 15 | 16 | 17 | 18 |
| 21 | 20 | 21 | 22 | 23 | 24 | 25 |
| 22 | 27 | 28 | 29 | 30 | 31 | 1 |
| 23 | 3 | 4 | 5 | 6 | 7 | 8 |

1304

1305 Cancel

1306 Next >>

FIG.13

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1400

1402

1401

1413

New Scenario

Category

Products

Locations

Time Horizon

At-Large Rules

Strategy

1403 ☒ Enforce Line Pricing

1404 ☒ Enforce Pre-Prices

1405 ☒ Enforce/apply clusters (i.e., cluster prices)

1406 ☒ Assume average promotion activity

1407 Allowable Last Digits

1408 Max allowable price swing for each individual product

1409 Max decline/min increase -30%

1410 Min decline/max increase 15%

1411 Max allowable swing for the average price of an entire DemandGroup

1410 Max decline/min increase -10%

1411 Min decline/max increase 5%

1412

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Cancel

FIG. 14

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1501

1501

1501

1502

Strategy

Category

Products

Locations

Time Horizon

At-Large Rules

Limits for change in Volume

Max decline/min increase

1506

1507

Min decline/max increase

None

1508

Low only

1509

High only

1510

Both

1511

When optimizing maximize...

Profit

1503

Volume

1504

Revenue

1505

Scenario Name

1512

TEST SCENARIO

Save Scenario

1513

Cancel

Next>>

FIG. 15

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FIG. 16B

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FIG. 16D

| DemandTec - Price Center - Scenario Manager | | | | | | | | | | | |
|---|-----------------------|--------------------------|-----------------------|------------|------------|---------------|------------|--|--|--|--|
| Scenario Groups/Classes Rules/Constraints Admin | | | | | | | | | | | |
| Currently Defined Scenarios | | | | | | | | | | | |
| Select a column and drag its header here to group (and sort) by that column | | | | | | | | | | | |
| Category | Product Group | Name | Store Group | Net Profit | Goal Value | Who Created | Start Date | | | | |
| Soap | ALL | Cio Infeasible groups | South Atlanta | \$41,965 | Profit | Robert | 3/9/2001 | | | | |
| Soap | ALL | Example Midtown Scenario | Midtown | \$25,750 | Revenue | Rick | 3/28/2001 | | | | |
| Soap | ALL | Scenario created by Hunt | Midtown | | Profit | Human Factors | 3/5/2001 | | | | |
| Soap | ALL | Infeasible groups | South Atlanta | | Profit | Robert | 3/9/2001 | | | | |
| Soap | ALL | Cio Clustered and ends i | North Atlanta Cluster | \$98,501 | Profit | Suz | 2/15/2001 | | | | |
| Soap | ALL | Scenario created by John | ALL | | Profit | John | 2/19/2001 | | | | |
| Soap | ALL | Scenario with Price Cons | ALL | \$112,282 | Profit | Proffner | 2/28/2001 | | | | |
| Soap | ALL | Max Profit with | ALL | \$188,205 | Profit | Proffner | 2/16/2001 | | | | |
| Soap | ALL | Profit with Minimum Volu | ALL | | Profit | Demo | 3/22/2001 | | | | |
| Soap | ALL | Scenario created by Dav | ALL | \$231,250 | Profit | David | 2/14/2001 | | | | |
| Soap | ALL | Scenario created by John | ALL | | Profit | John | 2/19/2001 | | | | |
| Soap | ALL | Scenario created by John | ALL | \$37,560 | Volume | John | 2/16/2001 | | | | |
| Soap | ALL | Scenario created by Joe | ALL | \$97,718 | Profit | Proffner | 3/5/2001 | | | | |
| Soap | ALL | Farm Fresh | ALL | \$114,004 | Profit | Proffner | 3/16/2001 | | | | |
| Soap | ALL | NEW'S | ALL | \$221,025 | Profit | Suz | 2/29/2001 | | | | |
| Soap | Bar Soap | Basic Scenario - no cons | Midtown | \$20,420 | Profit | Proffner | 2/16/2001 | | | | |
| Soap | Big V Soap Products | Cio Big V Scenario | North Atlanta | \$18,082 | Profit | Gary | 3/9/2001 | | | | |
| Soap | Big V Soap Products | Big V Scenario | North Atlanta | \$18,878 | Profit | Gary | 3/9/2001 | | | | |
| Soap | Dial Bar Soap | Scenario created by UID | Midtown | | Profit | UIDesign | 3/19/2001 | | | | |
| Soap | Dial Bar Soap | Scenario created by UID | Midtown | | Profit | UIDesign | 3/19/2001 | | | | |
| Soap | Irish Spring Bar Soap | Scenario created by Jdos | ALL | | Profit | John | 3/6/2001 | | | | |
| Soap | Irish Spring Bar Soap | TEST SCENARIO | Other Atlanta Cluster | | Profit | Rick | 4/22/2001 | | | | |
| Soap | Irish Spring Bar Soap | Scenario created by UID | ALL | | Volume | UIDesign | 3/28/2001 | | | | |
| Soap | Private Label | Max/Private label | ALL | | Profit | Bob | 2/28/2001 | | | | |
| Soap | Private Label | Cio Cio Scenario cr | North Atlanta Cluster | | Profit | Bob | 2/28/2001 | | | | |
| Soap | Private Label | Cio Cio Scenario cr | North Atlanta Cluster | \$802,277 | Profit | Bob | 2/26/2001 | | | | |
| Soap | Private Label | Scenario created by Bob | North Atlanta Cluster | \$16,584 | Profit | Bob | 2/28/2001 | | | | |
| Soap | Private Label | Cio Scenario created by | North Atlanta Cluster | \$4,451 | Profit | Bob | 2/26/2001 | | | | |
| Soap | Private Label | Cio Cio Scenario create | North Atlanta Cluster | \$21,208 | Profit | Bob | 2/26/2001 | | | | |

1601

1602

FIG. 16A

1603

1601

1602

1604

1603

FIG. 16C

FIG. 16

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| DemandTec - [Price Center - Scenario Manager] | | | |
|---|--------------|--------------------------|-----------------------|
| Scenario Groups/Classes Rules/Constraints Admin | | | |
| Currently Defi | | | |
| Select a column and drag its header here to group (and sort) by that column | | | |
| Category | ProductGroup | Name | Store Group |
| Soap | ALL | C/o infeasible groups | South Atlanta |
| Soap | ALL | Example Midtown Scena | Midtown |
| Soap | ALL | Scenario created by Hum | Midtown |
| Soap | ALL | infeasible groups | South Atlanta |
| Soap | ALL | C/o Clustered and ends i | North Atlanta Cluster |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario with Price Cons | ALL |
| Soap | ALL | Max Profit with | ALL |
| Soap | ALL | Profit with Minimum Volu | ALL |
| Soap | ALL | Scenario created by Dav | ALL |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario created by jcro | ALL |
| Soap | ALL | Farm Fresh | ALL |

FIG. 16A

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|--|-----------|--------------|-----------|
| ned Scenarios | | | |
| NetProfit | GoalValue | WhoCreated | StartDate |
| \$41,965 | Profit | robert | 3/9/2001 |
| \$25,760 | Revenue | Rick | 3/28/2001 |
| | Profit | HumanFactors | 3/5/2001 |
| | Profit | robert | 3/9/2001 |
| \$99,501 | Profit | Suzy | 2/15/2001 |
| | Profit | John | 2/19/2001 |
| \$112,262 | Profit | jcrowther | 2/28/2001 |
| \$189,205 | Profit | jcrowther | 2/16/2001 |
| | Profit | Demo | 3/22/2001 |
| \$231,259 | Profit | David | 2/14/2001 |
| | Profit | John | 2/19/2001 |
| \$37,960 | Volume | John | 2/16/2001 |
| \$97,718 | Profit | jcrowther | 3/5/2001 |
| \$114,404 | Profit | jcrowther | 3/16/2001 |

FIG. 16B

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| Soap | ALL | NEW3 | ALL |
|--------------------|-----------------------|---------------------------|-----------------------|
| Soap | Bar Soap | Basic Scenario - no cons | Midtown |
| Soap | Big V Soap Products | C/o Big V Scenario | North Atlanta |
| Soap | Big V Soap Products | Big V Scenario | North Atlanta |
| Soap | Dial Bar Soap | Scenario created by UID | Midtown |
| Soap | Dial Bar Soap | Scenario created by UID | Midtown |
| Soap | Irish Spring Bar Soap | Scenario created by jclos | ALL |
| Soap | Irish Spring Bar Soap | TEST SCENARIO | Other Atlanta Cluster |
| Soap | Irish Spring Bar Soap | Scenario created by UID | ALL |
| Soap | Private Label | Max/Private label | ALL |
| Soap | Private Label | C/o C/o C/o Scenario cr | North Atlanta Cluster |
| Soap | Private Label | C/o C/o C/o Scenario cr | North Atlanta Cluster |
| Soap | Private Label | Scenario created by Bob | North Atlanta Cluster |
| Soap | Private Label | C/o Scenario created by | North Atlanta Cluster |
| Soap | Private Label | C/o C/o Scenario create | North Atlanta Cluster |
| 4 | | | |
| Data Base: DTIDemo | | | |
| Data Set: One Stop | | | |

FIG.16C

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| | Profit | Suzy | 4/29/2001 |
|-----------|--------|-----------|-----------|
| \$221,025 | Profit | jcrowther | 2/16/2001 |
| \$20,420 | Profit | Gary | 3/9/2001 |
| \$16,062 | Profit | Gary | 3/9/2001 |
| \$18,876 | Profit | UIDesign | 3/19/2001 |
| | Profit | UIDesign | 3/19/2001 |
| | Profit | jclose | 3/6/2001 |
| | Profit | Rick | 4/2/2001 |
| | Volume | UIDesign | 3/20/2001 |
| | Profit | Bob | 2/26/2001 |
| | Profit | Bob | 2/26/2001 |
| \$902,277 | Profit | Bob | 2/26/2001 |
| \$16,664 | Profit | Bob | 2/26/2001 |
| \$4,451 | Profit | Bob | 2/26/2001 |
| \$21,208 | Profit | Bob | 2/26/2001 |
| | | | |
| | | | |
| | | | |

▼

▶

Rick

NUM

SCRL

CAPS

4/2/2001

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FIG. 16D

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FIG. 17B

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FIG. 17D

Scenario Groups/Classes Rules/Constraints Admin

Scenario Groups/Classes Rules/Constraints Admin

Currently Defined Scenarios

Select a column and drag its header here to group (and sort) by that column

| Category | Product Group | Name | Store Group | Net Profit | Goal Value | Who Created | Start Date |
|----------|---------------|--------------------------|-----------------------|------------|------------|-----------------|------------|
| Soap | ALL | Co Infeasible groups | South Atlanta | \$41,965 | Revenue | Profit robert | 3/9/2001 |
| Soap | ALL | Example Midtown Scenario | Midtown | \$25,760 | Revenue | Profit robert | 3/9/2001 |
| Soap | ALL | Scenario created by Hum | Midtown | | Revenue | Profit robert | 3/9/2001 |
| Soap | ALL | Infeasible groups | South Atlanta | | Revenue | Profit robert | 3/9/2001 |
| Soap | ALL | Co Clustered and ends i | North Atlanta Cluster | \$99,501 | Revenue | Profit Suz | 2/15/2001 |
| Soap | ALL | Scenario created by John | ALL | | Revenue | Profit John | 2/18/2001 |
| Soap | ALL | Scenario with Price Cons | ALL | \$112,262 | Revenue | Profit Jrowther | 2/28/2001 |
| Soap | ALL | Max Profit with Reasona | ALL | \$189,205 | Revenue | Profit Jrowther | 2/18/2001 |
| Soap | ALL | Profit with Minimum Volu | ALL | | Revenue | Profit Demo | 3/22/2001 |
| Soap | ALL | Scenario created by Dev | ALL | \$231,259 | Revenue | Profit David | 2/14/2001 |
| Soap | ALL | Scenario created by John | ALL | | Revenue | Profit John | 2/19/2001 |
| Soap | ALL | Scenario created by John | ALL | \$37,960 | Revenue | Profit John | 2/16/2001 |
| Soap | ALL | Scenario created by | ALL | \$97,718 | Revenue | Profit Jrowther | 3/5/2001 |
| Soap | ALL | Farm Fresh | ALL | \$114,404 | Revenue | Profit Jrowther | 3/16/2001 |
| Soap | ALL | NEW 3 | ALL | \$221,025 | Revenue | Profit Suz | 4/29/2001 |
| Soap | ALL | Basic Scenario - no cons | Midtown | \$20,420 | Revenue | Profit Jrowther | 2/18/2001 |

Result Records: 1,740

Results

☒ Contribution Margin Method

☐ Revenue Method

☐ Detailed Results

☐ Graph

| | Initial | % of Rev | Optimized | % of Rev | Change |
|---------------------|-----------|----------|-----------|----------|---------|
| Equiv. Unit Volume | 1,459,364 | | 1,499,636 | | +2.0% |
| Unit Volume | 1,067,576 | | 1,058,288 | | -0.8% |
| Revenue | 3,221,484 | 100.0% | 3,232,269 | 100.0% | +0.3% |
| Equiv. Retail Price | 2.19 | | 2.16 | | -1.7% |
| Product Cost | 2,356,065 | | 2,301,667 | | -2.3% |
| Gross Margin | 865,419 | 26.9% | 930,602 | 28.8% | +7.4% |
| Variable Cost | 92,850 | | 91,897 | | -1.0% |
| Contribution Margin | 773,569 | 24.0% | 838,705 | 25.9% | +8.4% |
| OH Allocation (CM) | 740,987 | | 740,987 | | |
| Net Profit | 32,581 | 1.0% | 97,718 | 3.0% | +199.9% |

General **Location** **Products** **Rules** **Results**

Data Base: 01Demo **Data Set: One Stop** **Risk** **NUM** **SCOR** **CAPS** **4/2/2001** **1:39 PM**

FIG. 17A

1701

FIG. 17C

FIG. 17

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| DemandTec - [Price Center - Scenario Manager] | | | |
|---|--------------|--------------------------|-----------------------|
| Scenario Groups/Classes Rules/Constraints Admin | | | |
| Currently Defin | | | |
| Select a column and drag its header here to group (and sort) by that column | | | |
| Category | ProductGroup | Name | Store Group |
| Soap | ALL | C/o infeasible groups | South Atlanta |
| Soap | ALL | Example Midtown Scena | Midtown |
| Soap | ALL | Scenario created by Hum | Midtown |
| Soap | ALL | infeasible groups | South Atlanta |
| Soap | ALL | C/o Clustered and ends i | North Atlanta Cluster |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario with Price Cons | ALL |
| Soap | ALL | Max Profit with Reasona | ALL |
| Soap | ALL | Profit with Minimum Volu | ALL |
| Soap | ALL | Scenario created by Dav | ALL |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario created by John | ALL |
| Soap | ALL | Scenario created by | ALL |
| Soap | ALL | Farm Fresh | ALL |

FIG.17A

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| | | | | | |
|--------------|------------|---------------|--|------------|--|
| ed Scenarios | | | | Start Date | |
| Net Profit | Goal Value | Who Created | | | |
| \$41,965 | Profit | robert | | 3/9/2001 | |
| \$25,760 | Revenue | Rick | | 3/28/2001 | |
| | Profit | Human Factors | | 3/5/2001 | |
| | Profit | robert | | 3/9/2001 | |
| \$99,501 | Profit | Suzy | | 2/15/2001 | |
| | Profit | John | | 2/19/2001 | |
| \$112,262 | Profit | icrowther | | 2/28/2001 | |
| \$189,205 | Profit | icrowther | | 2/16/2001 | |
| | Profit | Demo | | 3/22/2001 | |
| \$231,259 | Profit | David | | 2/14/2001 | |
| | Profit | John | | 2/19/2001 | |
| \$37,960 | Volume | John | | 2/16/2001 | |
| \$97,718 | Profit | icrowther | | 3/5/2001 | |
| \$114,404 | Profit | icrowther | | 3/16/2001 | |

FIG. 17B

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| Soap | ALL | NEW 3 | ALL |
|------|----------|--------------------------|---------|
| Soap | Bar Soap | Basic Scenario - no cons | Midtown |
| | | | |
| | | | |

Result Records: 1,740

Results

☒ Contribution Margin Method
 ☐ Revenue Method

Detailed Results

Graph

| | Initial | % of Rev |
|---------------------|-----------|----------|
| Equiv. Unit Volume | 1,469,984 | |
| Unit Volume | 1,067,579 | |
| Revenue | 3,221,484 | 100.0% |
| Equiv Retail Price | 2.19 | |
| Product Cost | 2,355,065 | |
| Gross Margin | 866,419 | 26.9% |
| Variable Cost | 92,850 | |
| Contribution Margin | 773,569 | 24.0% |
| OH Allocation [CM] | 740,987 | |
| Net Profit | 32,581 | 1.0% |

General

Location

Products

Data Base: DTDemo

Data Set: One Stop

FIG.17C

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| | | |
|-----------|------------------|-----------|
| \$221,025 | Profit Suzy | 4/29/2001 |
| \$20,420 | Profit jcrowther | 2/16/2001 |
| | | |
| | | |

| Optimized | % of Rev | Change |
|-----------|----------|---------|
| 1,499,656 | | +2.0% |
| 1,058,298 | | -0.9% |
| 3,232,269 | 100.0% | +0.3% |
| 2.16 | | -1.7% |
| 2,301,667 | | -2.3% |
| 930,602 | 28.8% | +7.4% |
| 91,897 | | -1.0% |
| 838,705 | 25.9% | +8.4% |
| 740,987 | | |
| 97,718 | 3.0% | +199.9% |

| | | | |
|-------|--|----------|---------|
| Rules | | Results | |
| | | Rick | NUM |
| | | SCRL | CAPS |
| | | 4/2/2001 | 1:39 PM |

1702

FIG.17D

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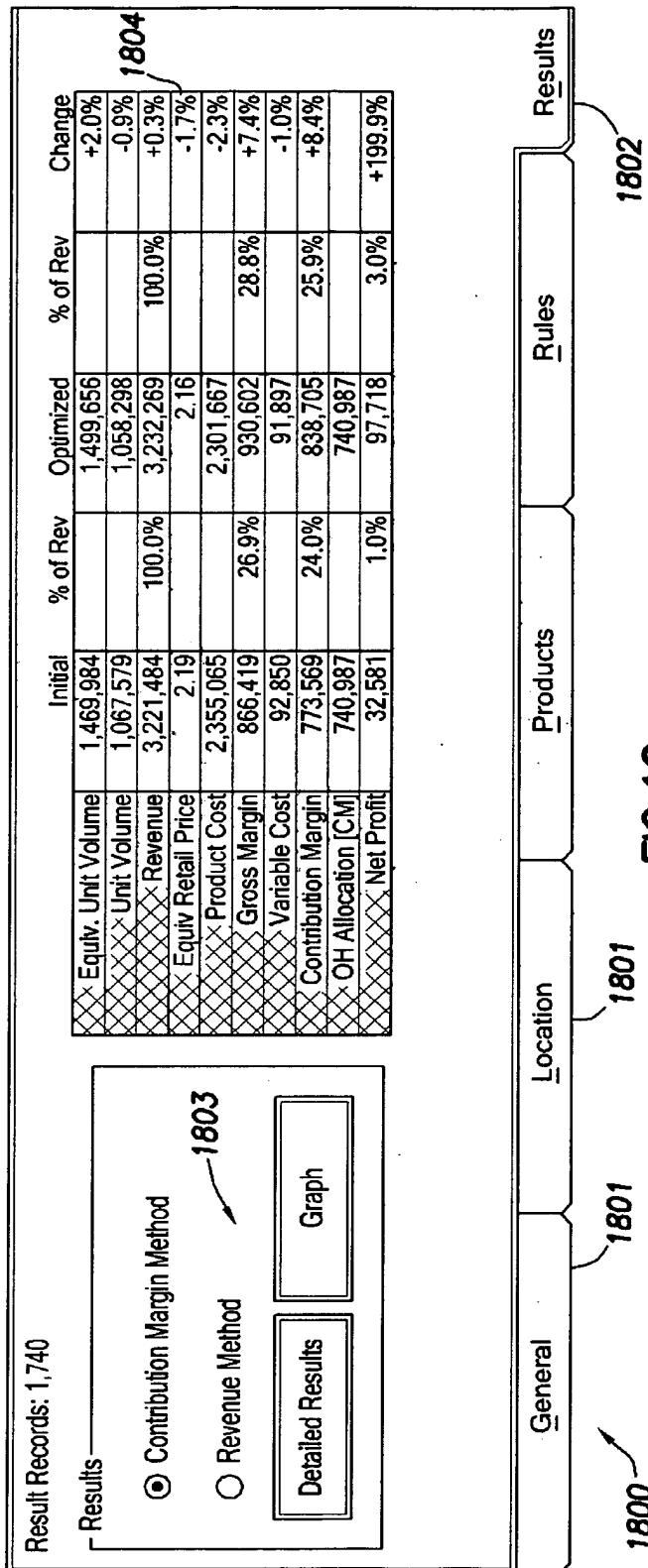


FIG. 18

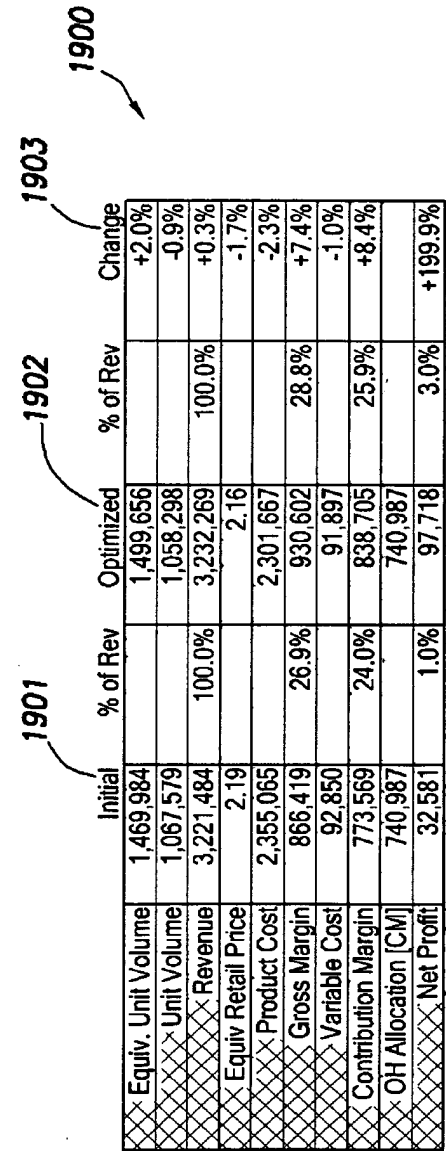


FIG. 19

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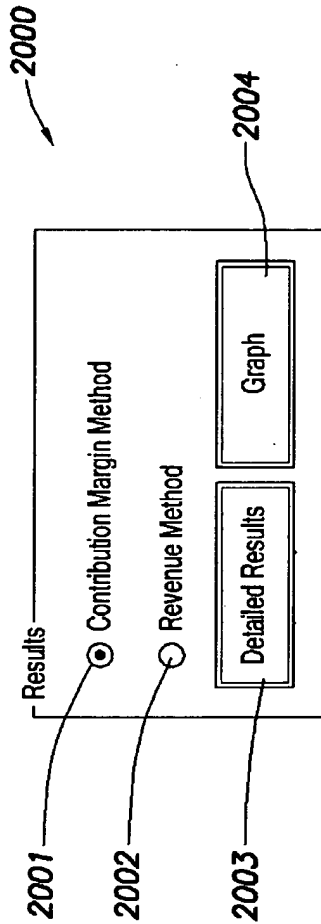


FIG. 20

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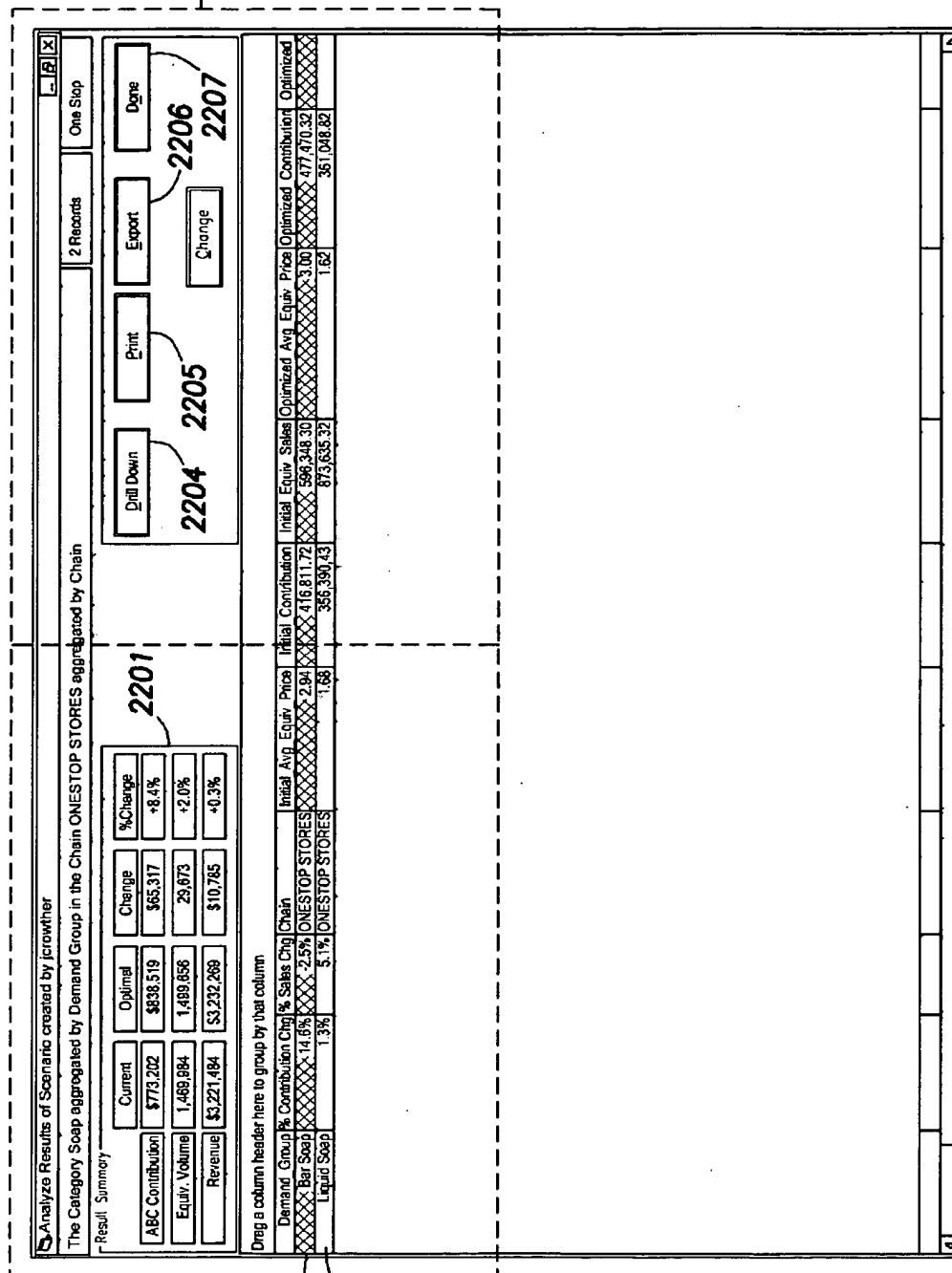
| | | | | | |
|---|--|--|--|-------------------------|--|
| Name Scenario created by jcrowther | | Start Date Mar 5, 2001 | | End Date Apr 5, 2001 | |
| Maximize <input checked="" type="radio"/> Profit <input type="radio"/> Volume <input type="radio"/> Revenue | | Volume Constraint Max decline/min increase <input type="text" value="2.0%"/> Min decline/max increase <input type="text" value="100.0%"/> <input type="radio"/> None <input checked="" type="radio"/> Low only <input type="radio"/> High only <input type="radio"/> Both | | | |
| Demand Group Average Price Change <input type="text" value="-10.0%"/> Minimum <input type="text" value="5.0%"/> Maximum | | Scenario wide SKU rules <input checked="" type="checkbox"/> Pre-Priced <input type="checkbox"/> Store Clustering <input checked="" type="checkbox"/> Line-Prices <input type="checkbox"/> Assume avg. promotion activity <input type="text" value="-20.0%"/> Minimum Price Change <input type="text" value="10.0%"/> Maximum Price Change Allowable "Lost Digits" | | | |
| General | | Location | | Products | |
| Rules | | Results | | | |

FIG. 21

2109

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2200⁺

One Stop

2 Records

gated by Chain

Drill Down

Print

Export

Done

2204

2205

2206

2207

Change

| Initial_Contribution | Initial_Equiv_Sales | Optimized_Avg_Equiv_Price | Optimized_Contribution | Optimized |
|----------------------|---------------------|---------------------------|------------------------|-----------|
| 416,811.72 | 596,348.30 | 3.00 | 477,470.32 | |
| 356,390.43 | 873,635.32 | 1.62 | 361,048.82 | |

FIG. 22B

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2300

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2306

2309

2301

2302

2305

2307

2308

2304

2303

Drill Down

Product Selection

Show the results of an entire ...

Category

Specifically, show the results for the Category

Soap

Within Soap, show the result by ...

Category

Demand Group

Manufacturer

Brand

Brand Size

Product/SKU

Store Selection

Show the results for the/an entire ...

Chain

Specifically, show the results for the Chain

ONESTOP STORES

Within ONESTOP STORES, show the result by ...

Chain

Region

State

City

District

Store

Cancel

Display

FIG.23

+

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2400

FIG. 24B

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FIG. 24D

Analyze Results of Scenario created by Rick

The Category Soap aggregated by Demand Group in the Chain ONESTOP STORES aggregated by District

Result Summary

| | Current | Optimal | Change | %Change |
|------------------|-------------|-------------|------------|---------|
| ABC Contribution | \$778,436 | \$978,572 | \$200,136 | +25.7% |
| Equiv. Volume | 1,478,278 | 1,384,953 | (93,325) | -6.3% |
| Revenue | \$3,243,374 | \$3,193,414 | (\$49,960) | -1.5% |

Drill Down

Print

Export

Change

Done

18 Records

One Stop

Drag a column header here to group by that column

2402

| Demand Group % Contribution Chg | % Sales Chg District | Initial Price | Initial Avg. Price | Initial Contribution | Initial Equiv. Sales | Optimized Avg. Equiv. Price | Optimized Contribution | Optimized Equiv. Sales | % |
|---------------------------------|----------------------|---------------|--------------------|----------------------|----------------------|-----------------------------|------------------------|------------------------|------------|
| Bar Soap | 28.8% | -6.0% | Sandy Springs | 3.12 | 25,792.78 | 33,518.12 | 32,192.26 | 31,500.93 | |
| Bar Soap | 25.1% | -5.7% | Midtown | 2.93 | 49,127.00 | 69,540.59 | 61,460.63 | 65,565.07 | |
| Bar Soap | 25.7% | -5.8% | Decatur | 2.95 | 10,277.21 | 14,575.32 | 12,915.69 | 13,738.09 | |
| Liquid Soap | 28.9% | -6.3% | Downtown | 1.57 | 57,132.15 | 155,519.22 | 145,762.22 | | |
| Liquid Soap | 23.5% | -6.6% | Decatur | 1.71 | 56,653.73 | 127,429.67 | 180 | 69,960.73 | 119,060.59 |
| Liquid Soap | 22.1% | -7.2% | Buckhead | 1.77 | 48,684.85 | 103,278.34 | 186 | 59,422.29 | 95,828.58 |
| Bar Soap | 25.6% | -5.4% | Downtown | 2.79 | 25,883.56 | 40,089.90 | 293 | 32,497.33 | 37,936.97 |
| Bar Soap | 27.3% | -5.7% | East Atlanta | 3.00 | 77,481.57 | 111,123.40 | 315 | 98,663.24 | 104,775.52 |
| Bar Soap | 25.3% | -5.8% | Perimeter | 3.00 | 65,385.44 | 91,764.36 | 315 | 81,921.28 | 86,330.69 |
| Liquid Soap | 27.8% | -6.0% | Virginia Highland | 1.54 | 15,144.87 | 41,761.02 | 161 | 19,359.81 | 39,258.41 |
| Liquid Soap | 27.2% | -7.2% | Lakewood | 1.79 | 14,559.97 | 37,242.22 | 188 | 18,520.02 | 24,554.00 |
| Bar Soap | 23.0% | -5.5% | Buckhead | 2.84 | 123,098.57 | 179,844.05 | 297 | 151,435.57 | 169,790.02 |
| Bar Soap | 23.3% | -5.3% | Lakewood | 2.79 | 17,445.20 | 25,200.98 | 293 | 21,880.26 | 23,858.20 |
| Liquid Soap | 25.7% | -7.0% | Midtown | 1.84 | 25,552.57 | 60,416.14 | 194 | 32,132.21 | 56,180.05 |
| Liquid Soap | 29.1% | -6.8% | Sandy Springs | 1.67 | 41,742.40 | 106,957.99 | 176 | 53,890.00 | 99,650.97 |
| Liquid Soap | 27.3% | -6.4% | East Atlanta | 1.48 | 25,945.71 | 71,558.72 | 156 | 33,040.16 | 66,944.61 |
| Bar Soap | 29.6% | -6.1% | Virginia Highland | 3.19 | 26,463.21 | 37,240.97 | 336 | 34,291.86 | 34,967.19 |
| Liquid Soap | 27.3% | -7.2% | Perimeter | 1.76 | 71,767.98 | 171,421.12 | 184 | 91,334.82 | 159,128.12 |

FIG. 24A

2401

FIG. 24C

FIG. 24

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2400

ed by District

18 Records

One Stop

Done

Export

Change

Print

Drill Down

| Initial_Equiv_Sales | Optimized_Avg_Equiv_Price | Optimized_Contribution | Optimized_Equiv_Sales | Nr_ |
|---------------------|---------------------------|------------------------|-----------------------|-----|
| 33,516.12 | 3.28 | 32,192.26 | 31,500.93 | |
| 69,540.59 | 3.07 | 61,460.63 | 65,565.07 | |

FIG.24B

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2400

| | | | | | |
|-------------|-------|-------|-------------------|------|------------|
| Bar Soap | 25.7% | -5.8% | Decatur | 2.95 | 10,277.21 |
| Liquid Soap | 28.9% | -6.3% | Downtown | 1.57 | 57,132.15 |
| Liquid Soap | 23.5% | -6.6% | Decatur | 1.71 | 56,653.73 |
| Liquid Soap | 22.1% | -7.2% | Buckhead | 1.77 | 48,684.85 |
| Bar Soap | 25.6% | -5.4% | Downtown | 2.79 | 25,883.56 |
| Bar Soap | 27.3% | -5.7% | East Atlanta | 3.00 | 77,481.57 |
| Bar Soap | 25.3% | -5.8% | Perimeter | 3.00 | 65,385.44 |
| Liquid Soap | 27.8% | -6.0% | Virginia Highland | 1.54 | 15,144.87 |
| Liquid Soap | 27.2% | -7.2% | Lakewood | 1.79 | 14,559.97 |
| Bar Soap | 23.0% | -5.5% | Buckhead | 2.84 | 123,095.57 |
| Bar Soap | 23.3% | -5.3% | Lakewood | 2.79 | 17,745.20 |
| Liquid Soap | 25.7% | -7.0% | Midtown | 1.84 | 25,552.57 |
| Liquid Soap | 29.1% | -6.8% | Sandy Springs | 1.67 | 41,742.40 |
| Liquid Soap | 27.3% | -6.4% | East Atlanta | 1.48 | 25,945.71 |
| Bar Soap | 29.6% | -6.1% | Virginia Highland | 3.19 | 26,463.21 |
| Liquid Soap | 27.3% | -7.2% | Perimeter | 1.76 | 71,767.98 |

FIG.24C

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2400

| | | | |
|------------|------|------------|------------|
| 14,575.32 | 3.09 | 12,915.69 | 13,736.09 |
| 155,519.22 | 1.64 | 73,653.87 | 145,762.22 |
| 127,429.67 | 1.80 | 69,960.73 | 119,069.59 |
| 103,278.34 | 1.86 | 59,422.29 | 95,826.58 |
| 40,089.90 | 2.93 | 32,497.33 | 37,936.97 |
| 111,123.40 | 3.15 | 98,663.24 | 104,779.52 |
| 91,764.36 | 3.15 | 81,921.28 | 86,430.69 |
| 41,761.02 | 1.61 | 19,359.81 | 39,258.41 |
| 37,242.22 | 1.88 | 18,520.02 | 24,558.00 |
| 179,644.05 | 2.97 | 151,435.57 | 169,790.02 |
| 25,200.98 | 2.93 | 21,880.26 | 23,858.20 |
| 60,416.14 | 1.94 | 32,132.21 | 56,180.05 |
| 106,957.99 | 1.76 | 53,890.00 | 99,659.97 |
| 71,556.72 | 1.55 | 33,040.16 | 66,944.61 |
| 37,240.97 | 3.35 | 34,291.86 | 34,967.19 |
| 171,421.12 | 1.84 | 91,334.82 | 159,129.12 |

FIG.24D

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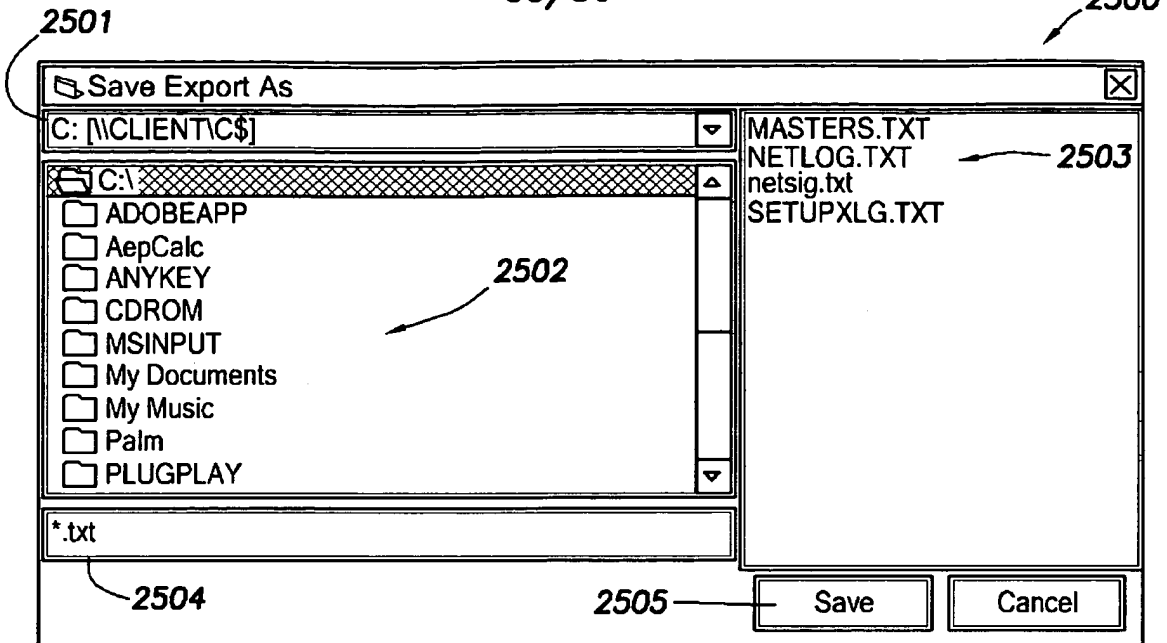
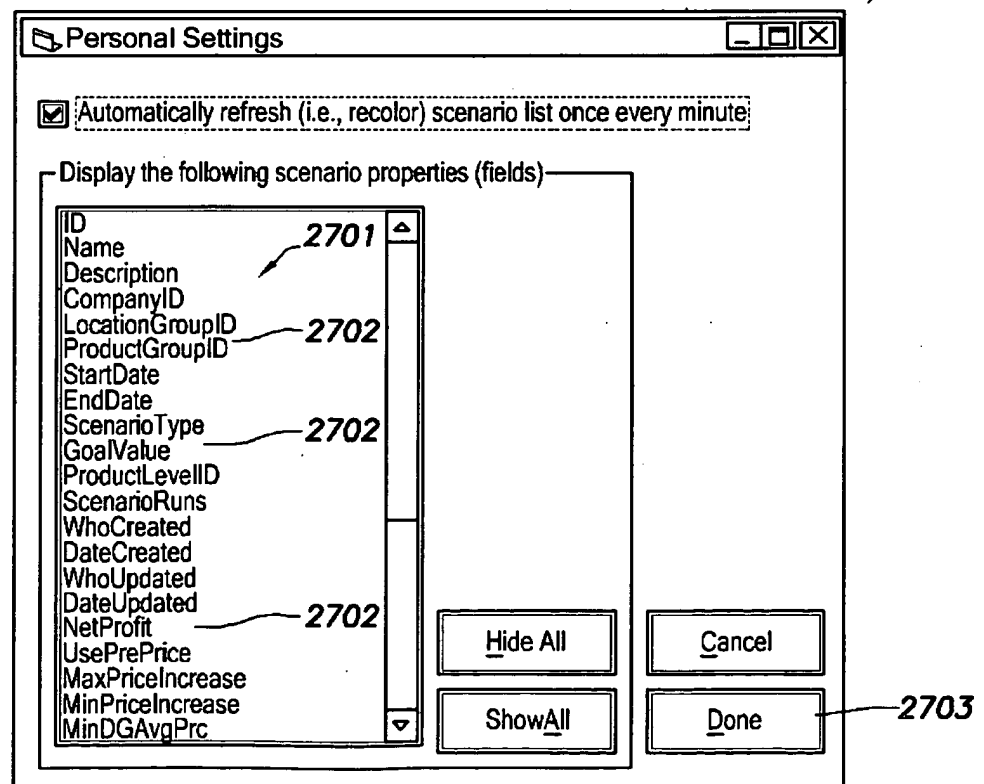


FIG. 25

FIG. 27



+

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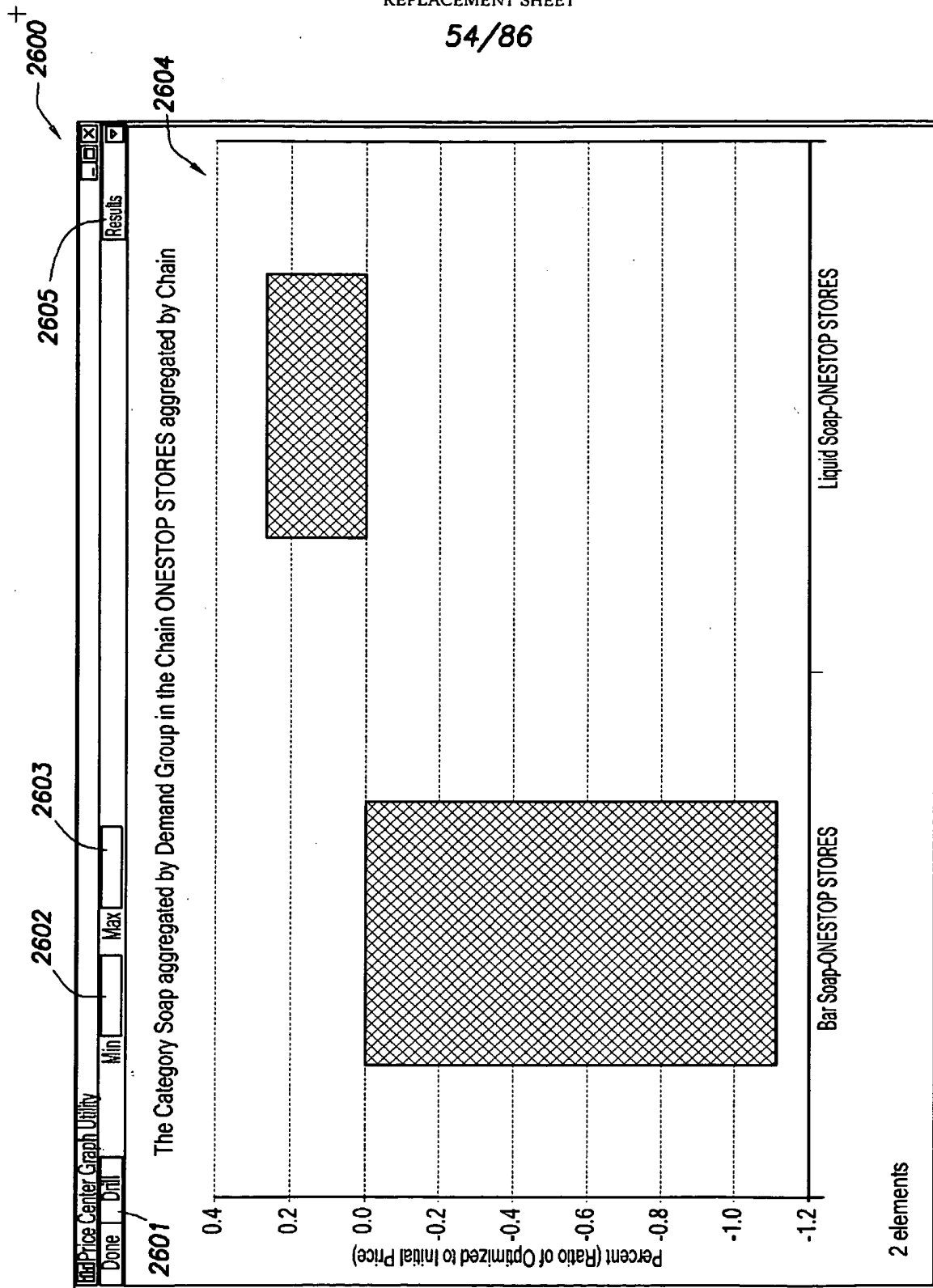


FIG. 26

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FIG.28

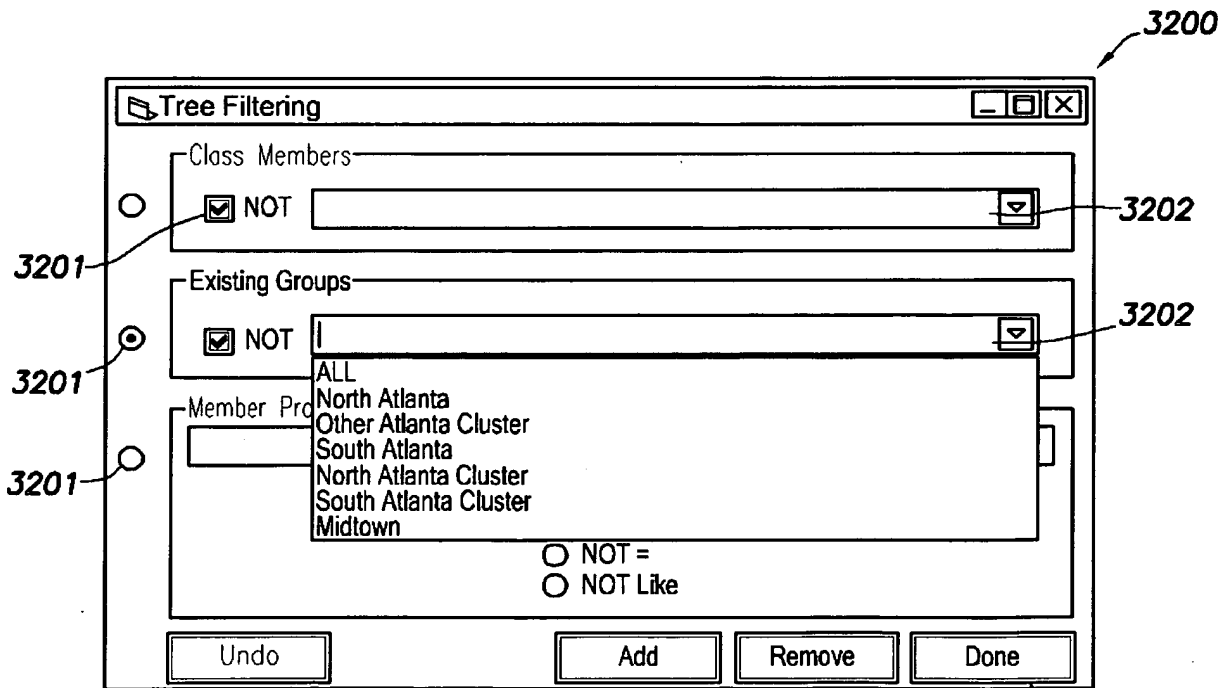
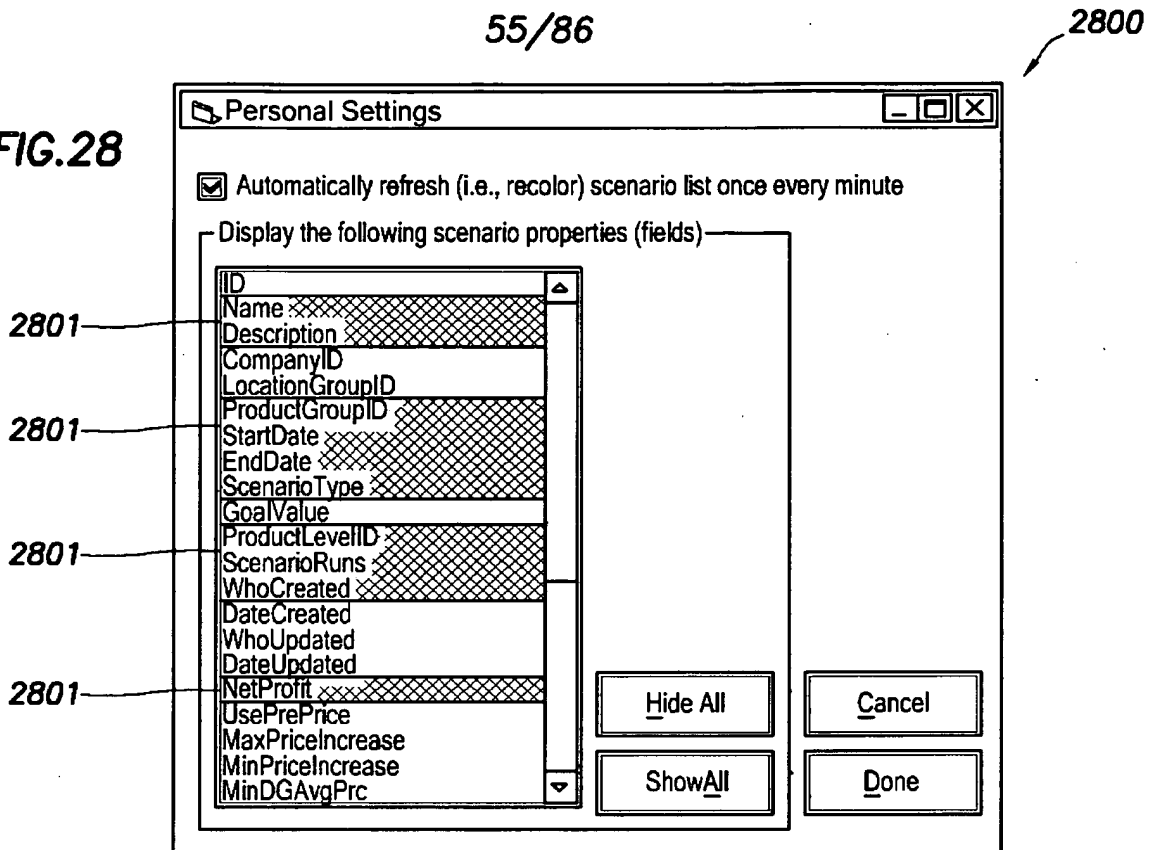


FIG.32

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FIG.29B

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FIG.29D

2901

2901

| Demand/Tec - Price Center/ Scenario Manager | | | | | | | | | |
|---|-----------|---------------|------------|-----------|---------------|---------------|-------------------------------|-----------------|--|
| Scenario Groups/Classes / Rules/Constraints Admin | | | | | | | | | |
| Currently Defined Scenarios | | | | | | | | | |
| Select a column and drag its header here to group (and sort) by that column | | | | | | | | | |
| Name | NetProfit | WhoCreated | Start Date | End Date | Scenario Type | Scenario Runs | Description | Product GroupID | |
| Cio Infeasible groups | \$41,565 | Robert | 3/9/2001 | 4/9/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Example Midtown Scenario | \$25,760 | Robert | 3/28/2001 | 4/28/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Scenario created by Hum | | Human Factors | 3/5/2001 | 4/5/2001 | Base | Pending | ALL - Midtown | (394FE271-317D) | |
| Infeasible groups | | Robert | 3/9/2001 | 4/9/2001 | Base | Pending | ALL | (394FE271-317D) | |
| Cio Clustered and ends I | \$99,501 | Suzy | 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Cluster | (394FE271-317D) | |
| Scenario created by John | | John | 2/18/2001 | 3/18/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Scenario with Price Constraints | \$112,262 | crowther | 2/28/2001 | 3/28/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Max Profit with Reasonal | \$189,205 | crowther | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | (394FE271-317D) | |
| Profit with Minimum Volume | | Denno | 3/22/2001 | 4/22/2001 | Base | Pending | ALL | (394FE271-317D) | |
| Scenario created by Dev | \$231,259 | David | 2/14/2001 | 3/14/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Scenario created by John | \$37,960 | John | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | (394FE271-317D) | |
| Scenario created by pro | \$97,718 | crowther | 3/5/2001 | 4/5/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| Farm Fresh | \$114,404 | crowther | 3/16/2001 | 4/16/2001 | Base | Optimized | ALL | (394FE271-317D) | |
| NEW 3 | \$221,025 | Suzy | 4/28/2001 | 5/27/2001 | Base | Optimized | ALL - ALL | (394FE271-317D) | |
| Basic Scenario - no constraints | \$20,420 | crowther | 2/16/2001 | 3/16/2001 | Base | Optimized | Bar Soap | (394FE271-317D) | |
| Cio Big V Scenario | \$16,062 | Gary | 3/9/2001 | 4/9/2001 | Base | Optimized | Big V Soap Products | (18575FTC-DEAF) | |
| Big V Scenario | \$18,876 | Gary | 3/9/2001 | 4/9/2001 | Base | Optimized | Big V Soap Products | (18575FTC-DEAF) | |
| Scenario created by UID | | UIDesign | 3/19/2001 | 4/19/2001 | Base | Pending | Dial Bar Soap | (F9FB652C-DB67) | |
| Scenario created by UID | | UIDesign | 3/19/2001 | 4/19/2001 | Base | Pending | Dial Bar Soap | (F9FB652C-DB67) | |
| Scenario created by jobs | | Jobs | 3/6/2001 | 4/6/2001 | Base | | Irish Spring Bar Soap | (868B4023-7E7F) | |
| TEST SCENARIO | | Robert | 4/2/2001 | 5/2/2001 | Base | | Irish Spring Bar Soap | (868B4023-7E7F) | |
| Scenario created by UID | | UIDesign | 3/20/2001 | 4/20/2001 | Base | Pending | Irish Spring Bar Soap | (868B4023-7E7F) | |
| Max Private Label | | Bob | 2/26/2001 | 3/26/2001 | Base | | Private Label - ALL | (DF0C3245-63ED) | |
| Cio Cio Scenario created by | | Bob | 2/26/2001 | 3/26/2001 | Base | Pending | ALL - ALL | (DF0C3245-63ED) | |
| Cio Cio Scenario created by | \$802,277 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | Private Label - North Atlanta | (DF0C3245-63ED) | |
| Cio Scenario created by Bob | \$18,664 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL | (DF0C3245-63ED) | |
| Cio Scenario created by | \$4,451 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL | (DF0C3245-63ED) | |
| Cio Cio Scenario create | \$21,208 | Bob | 2/26/2001 | 3/26/2001 | Base | Optimized | ALL - ALL | (DF0C3245-63ED) | |

FIG.29A

FIG.29C

FIG.29

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| DemandTec - [Price Center - Scenario Manager] | | | | |
|---|----------------|-------------------|----------------|--|
| Scenario | Groups/Classes | Rules/Constraints | Admin | |
| 2901 | 2901 | 2901 | Currently Defi | |
| Select a column and drag its header here to group (and sort) by that column | | | | |
| Name | NetProfit | WhoCreated | StartDate | |
| C/o infeasible groups | \$41,965 | robert | 3/9/2001 | |
| Example Midtown Scena | \$25,760 | Rick | 3/28/2001 | |
| Scenario created by Hum | | HumanFactors | 3/5/2001 | |
| infeasible groups | | robert | 3/9/2001 | |
| C/o Clustered and ends i | \$99,501 | Suzy | 2/15/2001 | |
| Scenario created by John | | John | 2/19/2001 | |
| Scenario with Price Cons | \$112,262 | jcrowther | 2/28/2001 | |
| Max Profit with Reasonal | \$189,205 | jcrowther | 2/16/2001 | |
| Profit with Minimum Volu | | Demo | 3/22/2001 | |
| Scenario created by Dav | \$231,259 | David | 2/14/2001 | |
| Scenario created by John | | John | 2/19/2001 | |
| Scenario created by John | \$37,960 | John | 2/16/2001 | |
| Scenario created by jcro | \$97,718 | jcrowther | 3/5/2001 | |
| Farm Fresh | \$114,404 | jcrowther | 3/16/2001 | |

FIG.29A

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2900

| <div> <div> <div></div> <div></div> <div></div> </div> <div> <div></div> <div></div> <div></div> </div> </div> | | | | <div> <div></div> <div></div> <div></div> </div> | | | |
|--|--------------|--------------|---------------------------|--|--|--|--|
| ned Scenarios | | | | | | | |
| EndDate | ScenarioType | ScenarioRuns | Description | ProductGroupID | | | |
| 4/9/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |
| 4/28/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |
| 4/5/2001 | Base | | ALL - Midtown | {39AFE271-317D- | | | |
| 4/9/2001 | Base | Pending | ALL | {39AFE271-317D- | | | |
| 3/15/2001 | Base | Optimized | ALL - North Atlanta Clust | {39AFE271-317D- | | | |
| 3/19/2001 | Base | | ALL | {39AFE271-317D- | | | |
| 3/28/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |
| 3/16/2001 | Base | Optimized | ALL - ALL | {39AFE271-317D- | | | |
| 4/22/2001 | Base | Pending | ALL | {39AFE271-317D- | | | |
| 3/14/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |
| 3/19/2001 | Base | | ALL | {39AFE271-317D- | | | |
| 3/16/2001 | Base | Optimized | ALL - ALL | {39AFE271-317D- | | | |
| 4/5/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |
| 4/16/2001 | Base | Optimized | ALL | {39AFE271-317D- | | | |

FIG.29B

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3000+

3002

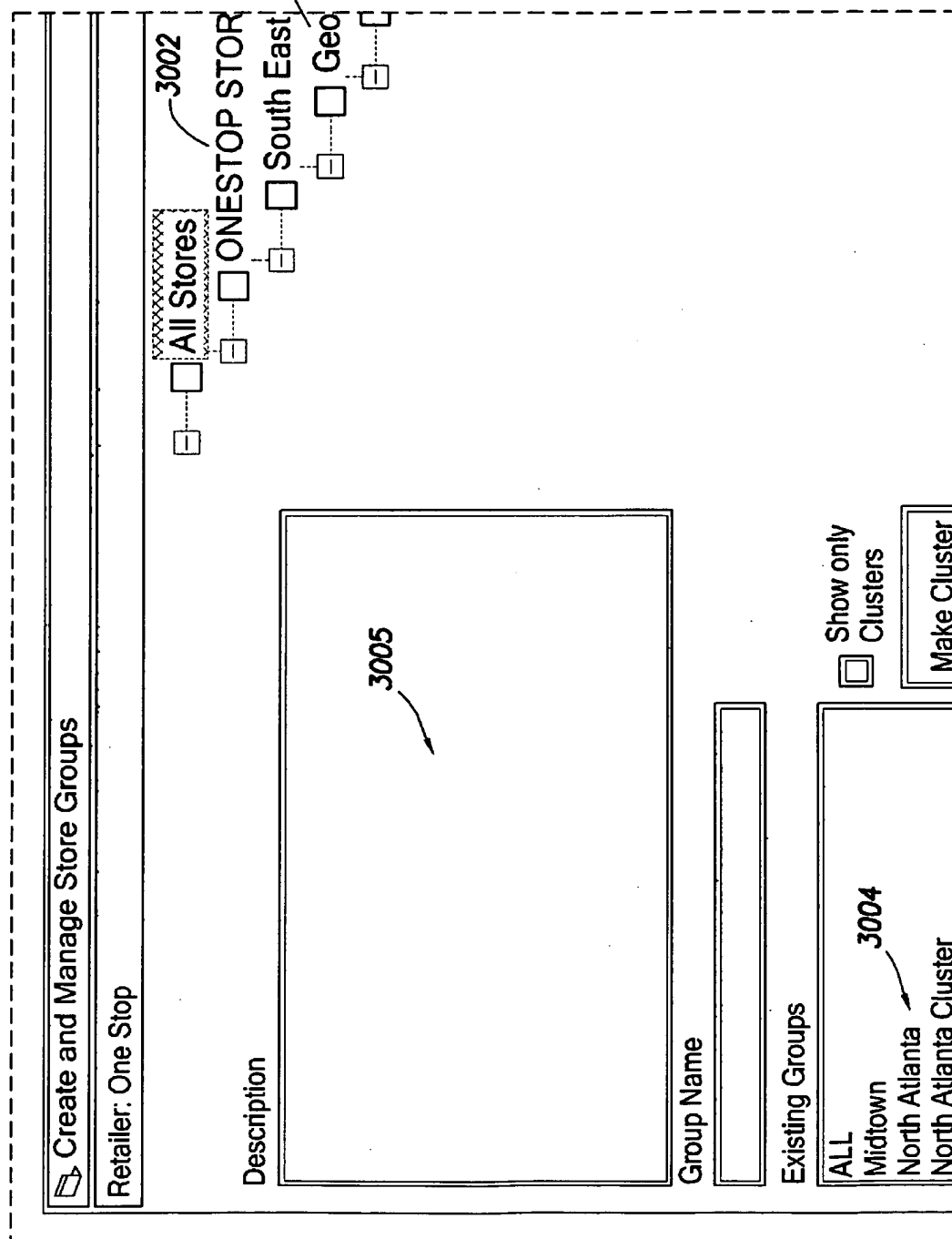


FIG. 30A

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3000⁺

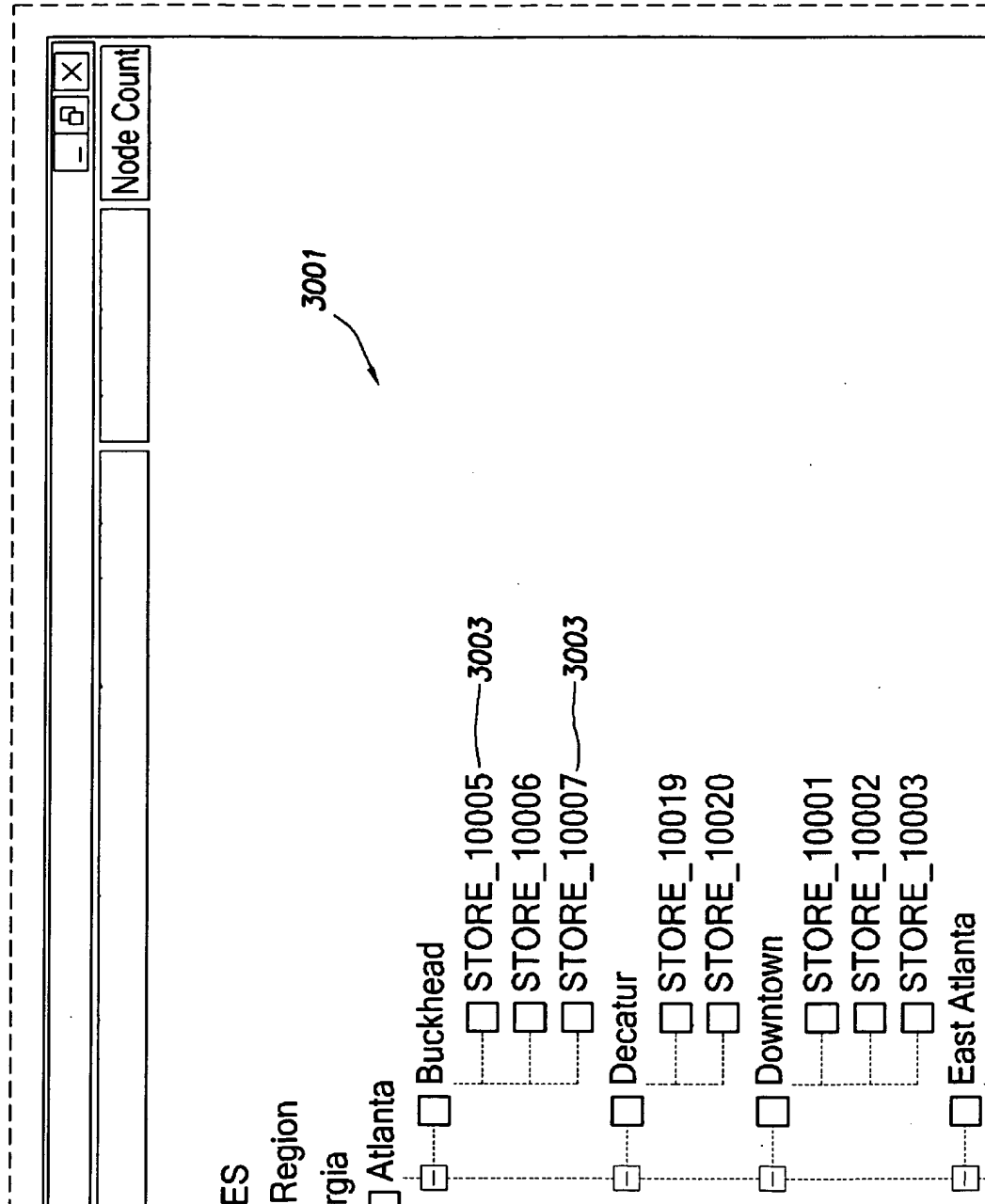


FIG. 30B

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3000⁺

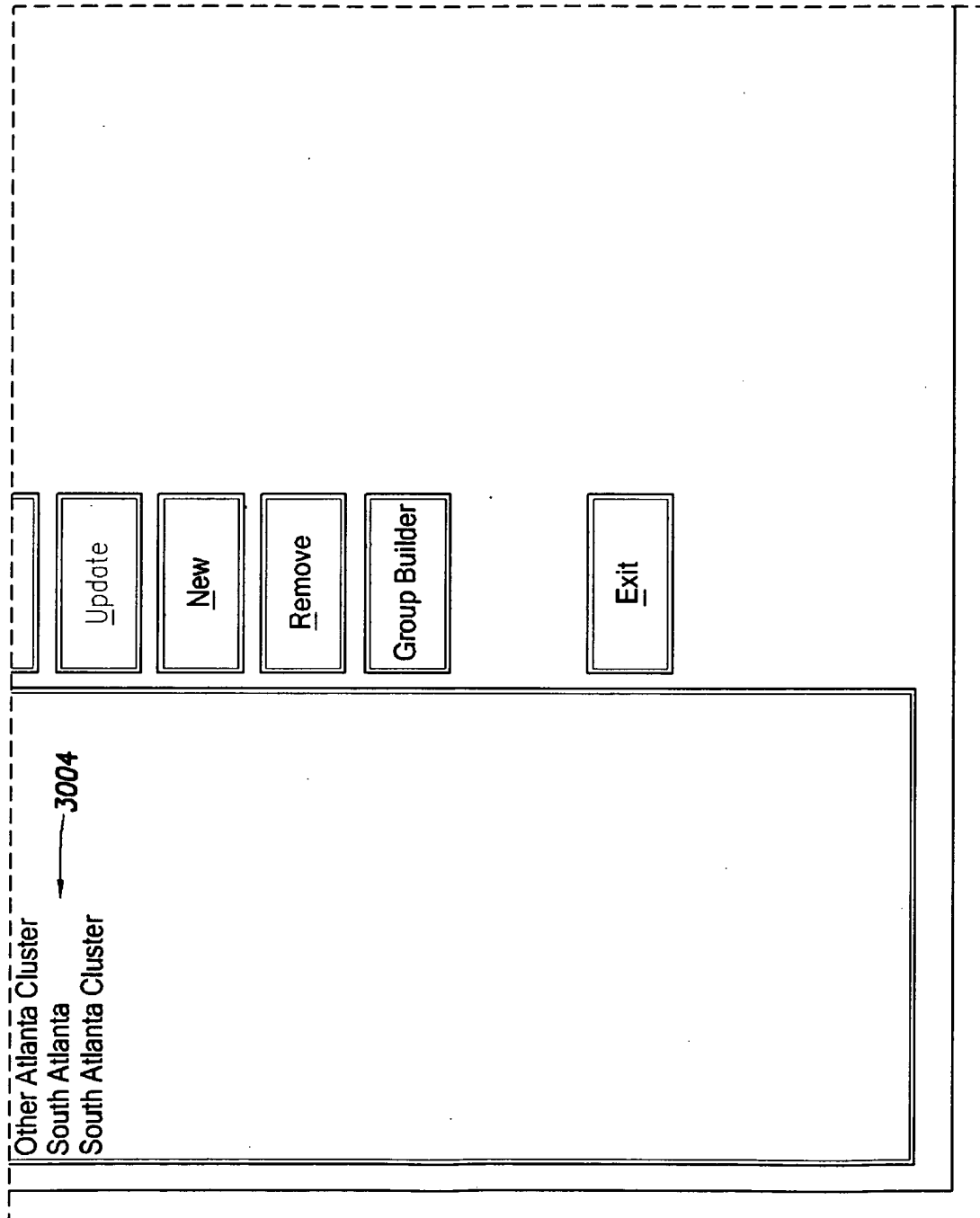


FIG. 30C

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3000

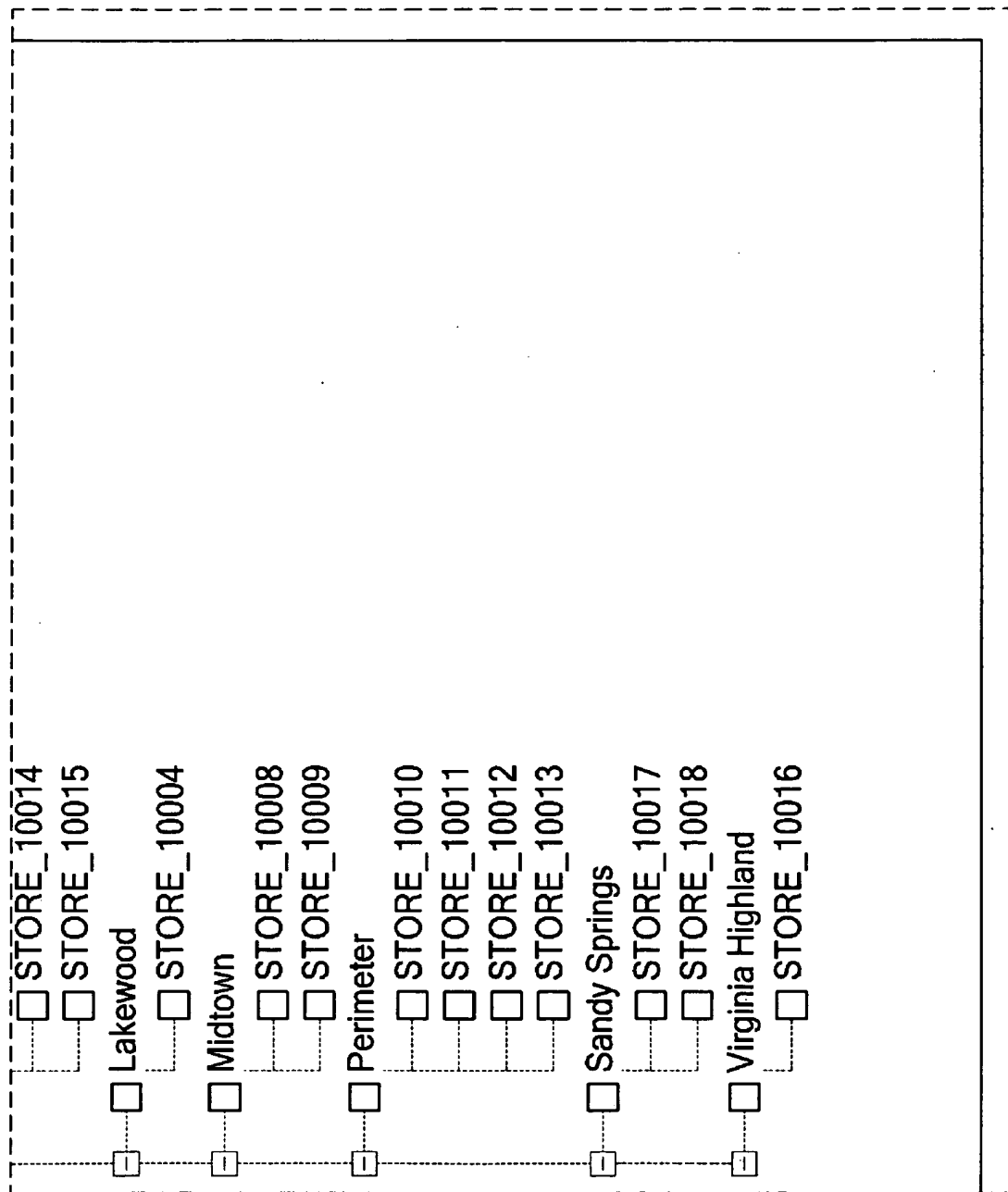


FIG. 30D

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3100⁺

FIG. 31B

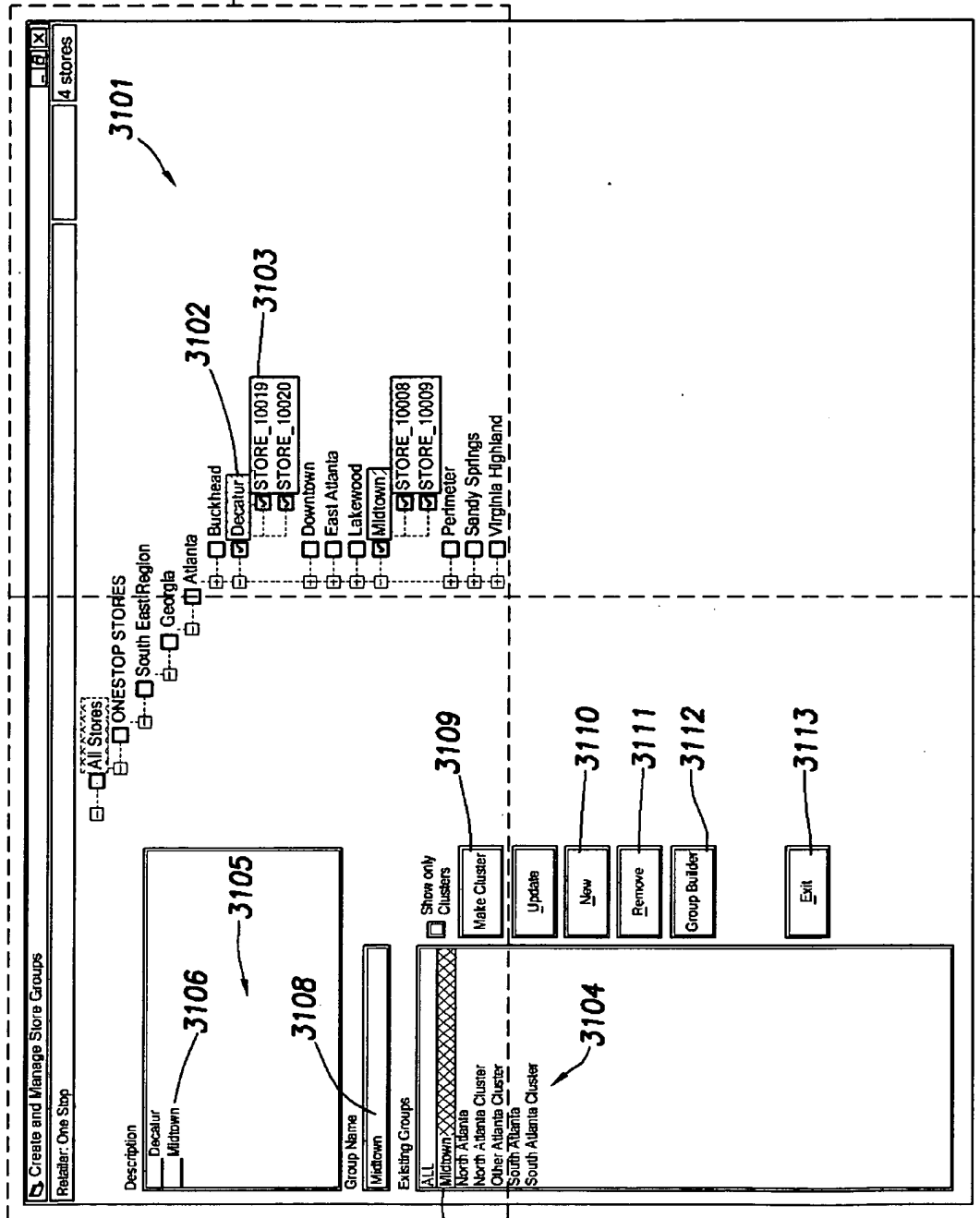


FIG. 31A

3107

FIG. 31C

FIG. 31

+

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3100⁺

Create and Manage Store Groups

Retailer: One Stop

☐ All Stores

☐ ONESTOP STORE

☐ South East

☐ Geo

Description

3105

3106

Group Name

Existing Groups

ALL

Midtown

North Atlanta

North Atlanta Cluster

Other Atlanta Cluster

☐ Show only Clusters

3109
 Make Cluster

FIG. 31A

3107

+

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3100

4 stores

ES

Region

rgia

☐ Atlanta

☐ Buckhead

☒ Decatur

☒ STORE_10019

☒ STORE_10020

☐ Downtown

☐ East Atlanta

☐ Lakewood

☒ Midtown

☒ STORE_10008

☒ STORE_10009

☐ Perimeter

☐ Sandy Springs

☐ Virginia Highland

FIG.31B

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+
3100
↙

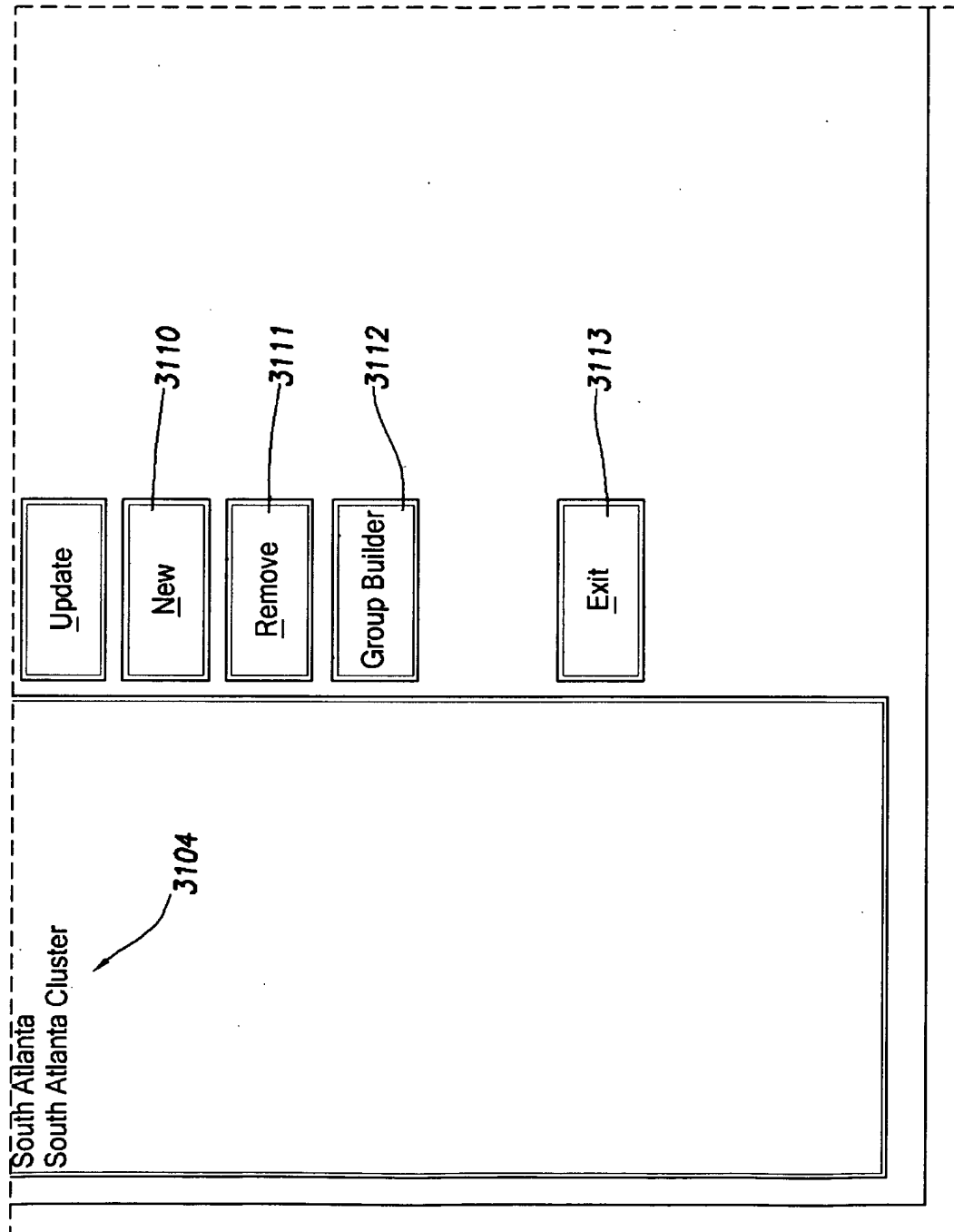


FIG. 310C

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3300

FIG. 33B

FIG. 33D

Product Class Management for the Brand Class

Class Type Rule: **Brand**

Category: **Soap**

3302

Constraints

3301

Members

3303

Drag a column header here to group by that column

| Product Class | Description | equivalent units | Unit/Measure |
|-----------------|------------------------|-------------------|--------------|
| Branded Premium | Safeguard Soap 8PK | 0.392441660465116 | OZ |
| Branded Premium | Dr. Bronner's Lavender | 0.234375 | OZ |
| Branded Premium | Dial Ultra Skin Care | 1.5 | OZ |
| Branded Premium | Softsoap Antibacterial | 0.5 | OZ |
| Branded Premium | Dove White Bar Soap | 0.478723404255319 | OZ |
| Branded Premium | Kiss My Face Olive a | 1.8875 | OZ |
| Branded Premium | Irish Spring Sport So | 0.9 | OZ |
| Branded Premium | Ivory Skin Cleansing | 0.46875 | OZ |
| Branded Premium | Dove Unscented Ba | 1.43617021276596 | OZ |
| Branded Premium | Private Label White | 0.9 | OZ |
| Branded Premium | Lever 2000 Antibact | 1.5 | OZ |
| Branded Premium | Private Label Pink B | 0.45 | OZ |
| Branded Premium | Oil of Clay Pink BarS | 1.42105263157895 | OZ |
| Branded Premium | Irish Spring Soap Re | 0.45 | OZ |
| Branded Premium | Dr. Bronner's Almond | 0.234375 | OZ |
| Branded Premium | Ivory Soap 12 CT | 0.25 | OZ |
| Branded Premium | Dove Pink Soap 2PK | 1.43617021276596 | OZ |
| Branded Premium | Neutrogena Liquid S | 0.9375 | OZ |
| Branded Premium | Marsall's Olive and | 1.5 | OZ |
| Branded Premium | Softsoap Country De | 1 | OZ |
| Branded Premium | Softsoap Liquid Frui | 1 | OZ |
| Branded Premium | Zest Whitewater Fre | 0.9 | OZ |
| Branded Premium | Softsoap Antibacte | 1 | OZ |
| Branded Premium | Marsall's Honey Ba | 1.5 | OZ |
| Branded Premium | Softsoap Liquid Frui | 1 | OZ |
| Branded Premium | Irish Spring Soap Wa | 0.9 | OZ |
| Branded Premium | Dial Gold Bar Soap 3 | 1 | OZ |
| Branded Premium | Private Label Pink B | 0.9 | OZ |
| Branded Premium | Irish Spring Soap Or | 0.3375 | OZ |
| Branded Premium | Private Label Pink B | 0.3375 | OZ |
| Branded Premium | Irish Spring Soap 3P | 0.9 | OZ |

3304

New Class

3305

Delete Class

3306

Update

3307

<< Add to Premium

>> Remove from Premium

FIG. 33

FIG. 33A

FIG. 33C

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Product Class Management for the Brand Class

Class Type Rule

Brand

Category

Soap

3304

New Class

3305

Delete Class

Update

Premium

Private Label

3301

Members

Brand Class

Drag a column header here to g

| ProductClass | Description |
|---------------|----------------|
| Branded | Safeguard |
| Premium | Dr. Bronner's |
| Branded | Dial Ultra |
| Branded | Softsoap |
| Branded | Dove White |
| Premium | Kiss My Face |
| Branded | Irish Spring |
| Branded | Ivory Skin |
| Branded | Dove Unscented |
| Private Label | Private Label |
| Branded | Lever 200 |

FIG. 33A

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<< Add to
Premium

>> Remove from
Premium

| Private Label | Private Label |
|---------------|---------------|
| Branded | Oil of Olay |
| Branded | Irish Spring |
| Premium | Dr. Bronner's |
| Branded | Ivory Soap |
| Branded | Dove Pink |
| Branded | Neutrogena |
| Premium | Marseillais |
| Branded | Softsoap |
| Branded | Suave Soap |
| Branded | Softsoap II |
| Branded | Zest White |
| Branded | Softsoap |
| Premium | Marseillais |
| Branded | Softsoap II |
| Branded | Irish Spring |
| Branded | Dial Gold |
| Private Label | Private Label |
| Branded | Irish Spring |
| Private Label | Private Label |
| Branded | Irish Spring |
| | |
| | |

FIG.33C

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| | | |
|--------------|------------------|----|
| bel Pink B | 0.45 | OZ |
| g Pink BarS | 1.42105263157895 | OZ |
| g Soap Re | 0.45 | OZ |
| ar's Almond | 0.234375 | OZ |
| 12 CT | 0.25 | OZ |
| Soap 2PK | 1.43617021276596 | OZ |
| a Liquid S | 0.9375 | OZ |
| Olive and | 1.5 | OZ |
| Country De | 1 | OZ |
| ap Liquid | 1 | OZ |
| iquid Fruit | 1 | OZ |
| ewater Fre | 0.9 | OZ |
| Antibacteria | 1 | OZ |
| Honey Ba | 1.5 | OZ |
| iquid Fruit | 1 | OZ |
| g Soap Wa | 0.9 | OZ |
| Bar Soap 3 | 1 | OZ |
| bel Pink B | 0.9 | OZ |
| g Soap Ori | 0.3375 | OZ |
| bel Pink B | 0.3375 | OZ |
| g Soap 3P | 0.9 | OZ |

FIG. 33D

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FIG. 34B

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FIG. 34D

| Currently Defined Scenarios | | | | | | | | | |
|---|------------|-------------|-------------|---------------|---------------|---------------|---------------------------|---------|-------|
| Select a column and drag its header here to group (and sort) by that column | | | | | | | | | |
| Name | Net Profit | Who Created | Start Date | End Date | Scenario Type | Scenario Runs | Description | Results | Owner |
| ClO Infeasible groups | \$41,985 | Robert | 3/9/2001 | 4/8/2001 | Base | Optimized | ALL | | |
| Example Midtown Scenario | \$25,780 | Pick | 3/28/2001 | 4/28/2001 | Base | Optimized | ALL | | |
| Infeasible groups | | Robert | 3/9/2001 | 4/9/2001 | Base | Pending | ALL | | |
| ClO Clustered and ends in 9 | \$89,501 | Suey | 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Clust | | |
| Scenario created by John | | John | 2/19/2001 | 3/19/2001 | Base | Optimized | ALL | | |
| Scenario with Price Constraints | \$112,262 | Growther | 2/28/2001 | 3/28/2001 | Base | Optimized | ALL | | |
| Max Profit with Reasonable Vol Constr | \$189,205 | Growther | 2/18/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | | |
| Profit with Minimum Volume Constraint | \$114,017 | Demo | 3/22/2001 | 4/22/2001 | Base | Optimized | ALL | | |
| Scenario created by David | \$231,259 | David | 2/14/2001 | 3/14/2001 | Base | Optimized | ALL | | |
| Scenario created by John | | John | 2/19/2001 | 3/19/2001 | Base | Optimized | ALL | | |
| Scenario created by Lori | \$32,821 | Lori | 4/8/2001 | 5/8/2001 | Base | Optimized | ALL | | |
| Scenario created by John | \$37,960 | John | 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL | | |
| Scenario created by growther | \$97,718 | growther | 3/5/2001 | 4/5/2001 | Base | Optimized | ALL | | |
| Farm Fresh | \$114,404 | growther | 3/18/2001 | 4/16/2001 | Base | Optimized | ALL | | |
| NEW 3 | \$221,025 | Suey | 4/28/2001 | 5/27/2001 | Base | Optimized | ALL - ALL | | |
| Basic Scenario - no constraints | \$20,420 | growther | 2/16/2001 | 3/16/2001 | Base | Optimized | Bar Soap | | |
| N Atlanta/bv | \$19,801 | Pick | 4/9/2001 | 5/9/2001 | Base | Optimized | by | | |
| Rule Type | Active | Description | Store Group | Product Group | Min Value | Max Value | Owner | | |

FIG. 34A

FIG. 34C

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FIG. 34

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| Currently | | |
|---|-----------|------------|
| Select a column and drag its header here to group (and sort) by that column | | |
| Name | NetProfit | WhoCreated |
| Cfo infeasible groups | \$41,965 | robert |
| Example Midtown Scenario | \$25,760 | Rick |
| Infeasible groups | | robert |
| Cfo Clustered and ends in 9 | \$99,501 | Suzy |
| Scenario created by John | | John |
| Scenario with Price Constraints | \$112,262 | crowther |
| Max Profit with Reasonable Vol Constr | \$189,205 | crowther |
| Profit with Minimum Volume Constraint | \$114,017 | Demo |
| Scenario created by David | \$231,259 | David |
| Scenario created by John | | John |
| Scenario created by Lori | \$32,821 | Lori |
| Scenario created by John | \$37,960 | John |
| Scenario created by crowther | \$97,718 | crowther |
| Farm Fresh | \$114,404 | crowther |

FIG. 34A

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| Defined Scenarios | | | | |
|-------------------|-----------|--------------|--------------|---------------------------|
| StartDate | EndDate | ScenarioType | ScenarioRuns | Description |
| 3/9/2001 | 4/9/2001 | Base | Optimized | ALL |
| 3/28/2001 | 4/28/2001 | Base | Optimized | ALL |
| 3/9/2001 | 4/9/2001 | Base | Pending | ALL |
| 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Clust |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 2/28/2001 | 3/28/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/22/2001 | 4/22/2001 | Base | Optimized | ALL |
| 2/14/2001 | 3/14/2001 | Base | Optimized | ALL |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 4/8/2001 | 5/8/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/5/2001 | 4/5/2001 | Base | Optimized | ALL |
| 3/16/2001 | 4/16/2001 | Base | Optimized | ALL |

FIG. 34B

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+

3400

| NEW 3 | | \$221,025 | Suzy | |
|---------------------------------|--------|-------------|------------|--------------|
| Basic Scenario - no constraints | | \$20,420 | jcrowthr | |
| N.Atlanta/bv | | \$19,601 | Rick | |
| | | | | |
| RuleType | Active | Description | StoreGroup | ProductGroup |
| | | | | |
| General | | | Location | Products |

FIG.34C

+

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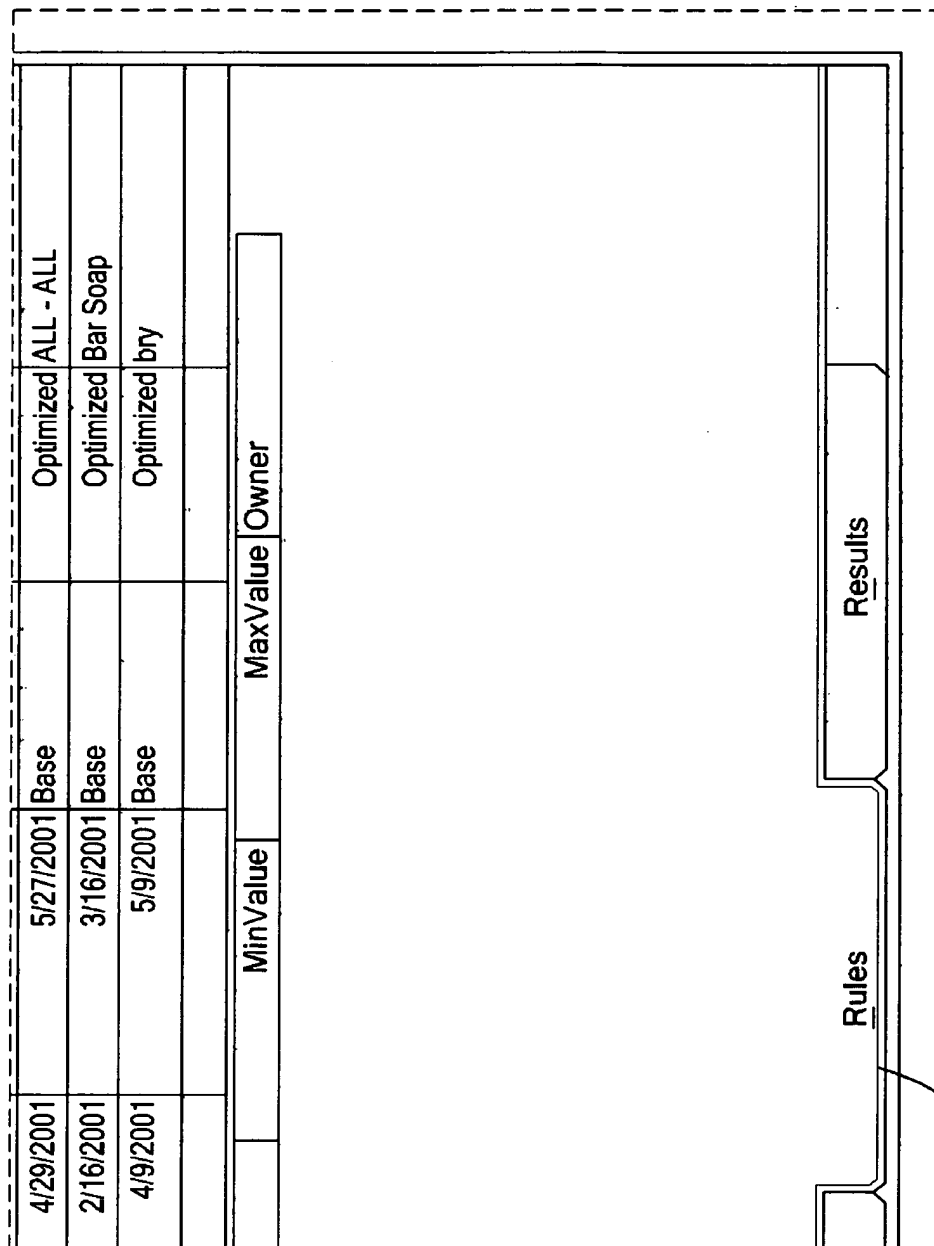


FIG. 34D

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FIG. 35B

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FIG. 35D

3502

3501

| Scenario Groups/Classes | | Rules/Constraints | | Admin | | Price Limits for Product Groups | | Entity Defined Scenarios | |
|---------------------------------------|---------------|---|---------------------|-------------------------|-----------|---------------------------------|---------------------------------------|--------------------------|----------|
| Select a column and drag it | | <input checked="" type="checkbox"/> Add a Rule <input type="checkbox"/> Copy the rule <input type="checkbox"/> Edit the rule <input type="checkbox"/> Activate Rule <input type="checkbox"/> Delete the rule <input type="checkbox"/> Delete all Rules | | Across Store Price Rule | | Product Class Rules | | Start Date | End Date |
| Name | Product Class | Group-to-Group Rule | Group-to-Group Rule | Start Date | End Date | Scenario Type | Scenario Runs | Description | |
| Example Midtown Scenario | | | | 3/8/2001 | 4/8/2001 | Base | Optimized ALL | | |
| Infeasible groups | | | | 3/8/2001 | 4/8/2001 | Base | Optimized ALL | | |
| Clon Clustered and ends in 9 | | | | 3/8/2001 | 4/8/2001 | Base | Pending ALL | | |
| Scenario created by John | | | | 2/15/2001 | 3/15/2001 | Base | Optimized ALL - North Atlanta Cluster | | |
| Scenario with Price Constraints | | | | 2/15/2001 | 3/15/2001 | Base | Optimized ALL | | |
| Max Profit with Reasonable Vol Constr | | | | 2/15/2001 | 3/15/2001 | Base | Optimized ALL | | |
| Profit with Minimum Volume Constraint | | | | 2/15/2001 | 3/15/2001 | Base | Optimized ALL - ALL | | |
| Scenario created by David | | | | 2/14/2001 | 3/14/2001 | Base | Optimized ALL | | |
| Scenario created by John | | | | 2/19/2001 | 3/19/2001 | Base | Optimized ALL | | |
| Scenario created by Lori | | | | 4/8/2001 | 5/8/2001 | Base | Optimized ALL | | |
| Scenario created by John | | | | 2/16/2001 | 3/16/2001 | Base | Optimized ALL - ALL | | |
| Scenario created by jrowther | | | | 3/5/2001 | 4/5/2001 | Base | Optimized ALL | | |
| Farm Fresh | | | | 3/18/2001 | 4/18/2001 | Base | Optimized ALL | | |
| NEW 3 | | | | 4/28/2001 | 5/27/2001 | Base | Optimized ALL - ALL | | |
| Basic Scenario - no constraints | | | | 2/16/2001 | 3/16/2001 | Base | Optimized Bar Soap | | |
| N. Atlanta | | | | 4/9/2001 | 5/9/2001 | Base | Optimized by | | |

| Rule type | Active | Description | Store Group | Product Group | Min Value | Max Value | Owner |
|-----------|--------|-------------|-------------|---------------|-----------|-----------|-------|
| | | | | | | | |

| General | Location | Products | Rules | Results |
|---------|----------|----------|-------|---------|
| | | | | |

FIG. 35A

FIG. 35C

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FIG. 35

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3500

3501

Scenario Groups/Classes

Select a column and drag it

Name

Cfo infeasible groups

Example Midtown Scenario

Infeasible groups

Cfo Clustered and ends in 9

Scenario created by John

Scenario with Price Constraints

Max Profit with Reasonable Vol Constr

Profit with Minimum Volume Constraint

Scenario created by David

Scenario created by John

Scenario created by Lori

Scenario created by John

Scenario created by jcrowther

Farm Fresh

Rules/Constraints Admin

Add a Rule

Copy the rule

Edit the rule

Activate Rule

Delete the rule

Delete all Rules

Price limits for Product Groups

Across Store Price Rule

Product Class Rules

Group-to-Group Rule

3502

25,760 Rick

robert

\$99,501 Suzy

John

\$112,262 jcrowther

\$189,205 jcrowther

\$114,017 Demo

\$231,259 David

John

\$32,821 Lori

\$37,960 John

\$97,718 jcrowther

\$114,404 jcrowther

FIG. 35A

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| Defined Scenarios | | | | |
|-------------------|-----------|---------------|---------------|-----------------------------|
| Start Date | End Date | Scenario Type | Scenario Runs | Description |
| 3/9/2001 | 4/9/2001 | Base | Optimized | ALL |
| 3/28/2001 | 4/28/2001 | Base | Optimized | ALL |
| 3/9/2001 | 4/9/2001 | Base | Pending | ALL |
| 2/15/2001 | 3/15/2001 | Base | Optimized | ALL - North Atlanta Cluster |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 2/28/2001 | 3/28/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/22/2001 | 4/22/2001 | Base | Optimized | ALL |
| 2/14/2001 | 3/14/2001 | Base | Optimized | ALL |
| 2/19/2001 | 3/19/2001 | Base | | ALL |
| 4/8/2001 | 5/8/2001 | Base | Optimized | ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | ALL - ALL |
| 3/5/2001 | 4/5/2001 | Base | Optimized | ALL |
| 3/16/2001 | 4/16/2001 | Base | Optimized | ALL |

FIG. 35B

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| NEW 3 | | \$221,025 | Suzy | |
|---------------------------------|--------|-------------|------------|--------------|
| Basic Scenario - no constraints | | \$20,420 | jcrowthr | |
| N.Atlanta/bv | | \$19,601 | Rick | |
| | | | | |
| RuleType | Active | Description | StoreGroup | ProductGroup |
| | | | | |
| General | | | Location | Products |

FIG.35C

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| | | | | |
|-----------|-----------|----------|-----------|-----------|
| 4/29/2001 | 5/27/2001 | Base | Optimized | ALL - ALL |
| 2/16/2001 | 3/16/2001 | Base | Optimized | Bar Soap |
| 4/9/2001 | 5/9/2001 | Base | Optimized | bry |
| | | | | |
| | MinValue | MaxValue | Owner | |

Rules

Results

FIG. 35D

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First Rule

You are about to add a rule or constraint.

Please note:
Once rules are added to a scenario you can not change the scenario's store group or product group anymore.

OK

Cancel

FIG.36

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3800

3801
3801

| Rule Type | Active | Description |
|-----------|-------------------------------------|---|
| Custom | <input checked="" type="checkbox"/> | The change in price of every individual product of the Liquid Soap set should be within No Chrg and 10.0%. |
| RelPrice | <input checked="" type="checkbox"/> | The Unit Price of every product in the group [Liquid Soap] has to be between - 30% and 15% of the Unit Price of each product in the group [Bar Soap] across the selected stores [Midtown] |

General

Location

Products

Rules

Results

FIG.38

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3705

Add a Rule for a user-defined Product Group

Rule

The change in price of every individual product of the Liquid Soap set should be within No Chg and 10.0%.

Rule Application

☒ Individual members of the entire set 3701

☐ Aggregation of the set

Limit Method

☒ [Percent] ± % 3702

☐ [Relative] ± Units or \$

☐ [Absolute] Lower/Upper Limit

Rule Type

Volume (Equiv. Units)
 Price
 Gross margin (\$)
 Gross margin (%)
 Profit (e.g., Net margin (\$))
 Net margin (%) 3703

Enforce 3704

☒ At least

☒ Not more than

Apply to Store Group

Midtown

Store Groups

Apply to Product Group

Liquid Soap

Product Groups

Cancel

OK

3707

FIG.37